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ABSTRACT

In an effort to gather citizens' opinions on utility rates, public service, local amenities, housing, the business climate, and community improvements, the City of Scottsbluff, Nebraska conducted a survey in December 1993. Questionnaires were mailed to 6,313 community residents, asking them to rate elements of the City on a scale of 1 (unsatisfied) to 4 (highly satisfied). An analysis of the surveys conducted by Western Nebraska Community College and based on 835 completed forms, indicated the following: (1) 49% of the respondents were female, 38% were over 60, 78% were Caucasian, 69% were married, and 50% had lived in Scottsbluff for more than 20 years; (2) public services included in the survey were rated at the satisfied or highly satisfied level, with the exception of water quality, which was cited as unsatisfactory or needing improvement by 40% of the respondents; (3) all traffic services and maintenance included in the survey obtained a rating below the satisfied level, with snow removal receiving a mean rating of 2.34 and street maintenance 2.43; (4) housing for elderly received a mean rating of 2.45, below satisfactory, as did housing for purchase (2.19) and rental housing (1.96); (5) 23% were unsatisfied with local job opportunities, while another 41% felt they needed improvement; (6) ratings for the quality of city government and city employees attitudes toward the general public fell below the satisfactory level; (7) 63% supported and used the city recycling program; and (8) despite weak general attractiveness ratings, respondents seemed well satisfied with the quality of life. A city map, the survey instruments, and data tables are appended. (KP)

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ED 375 911

Report on

SCOTTSBLUFF 1994 COMMUNITY NEEDS SURVEY

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PREFACE

This Community Attitude Survey represents and ongoing effort by the City of Scottsbluff to involve the citizens in the assessment of City services. The purpose of this survey is to get citizen's opinions concerning utility rates, public services, local amenities, housing, business climate and community improvements.

The survey results are available to any agency as a tool in identifying strengths and weaknesses in our community. The findings will be used in developing programs, improving City services and the quality of life in the City of Scottsbluff.

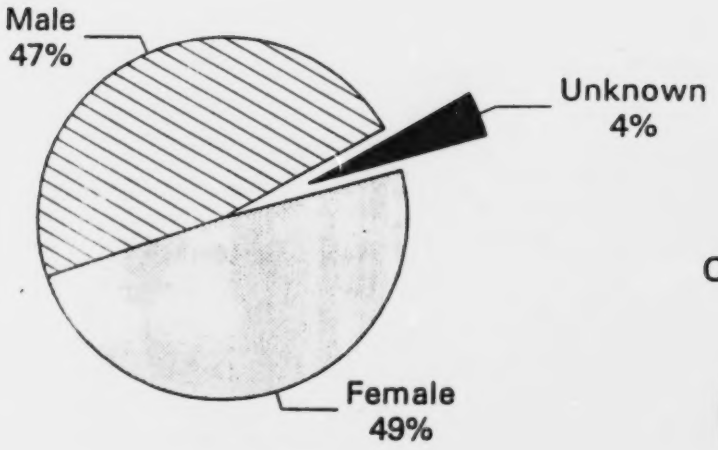
The survey was conducted by the City of Scottsbluff Community Development Division. The data analyses and the final report were processed by the Office of Institutional Research, Western Nebraska Community College. The City of Scottsbluff appreciates the dedication and professionalism of WNCC research analyst, Chanida Katkanant and support staff, Linda Williams and Donna Barrett, throughout the duration of this project.

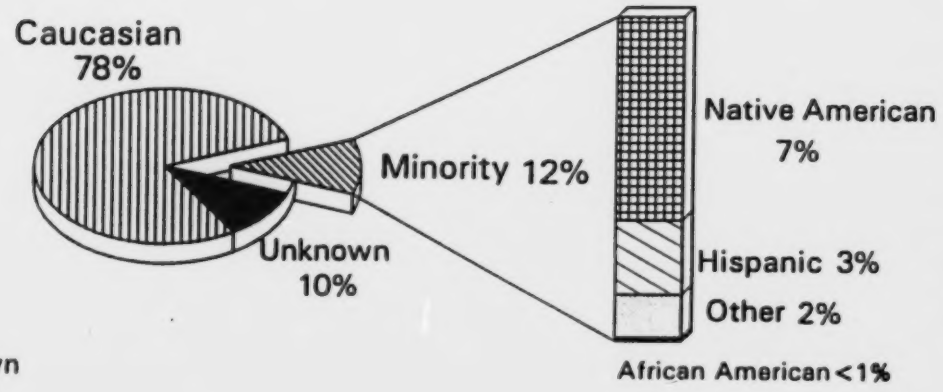
The City of Scottsbluff is especially grateful to those residents who took the time to respond to the survey. Their candid responses and suggestions are appreciated and the City would like to thank them for their time and effort.

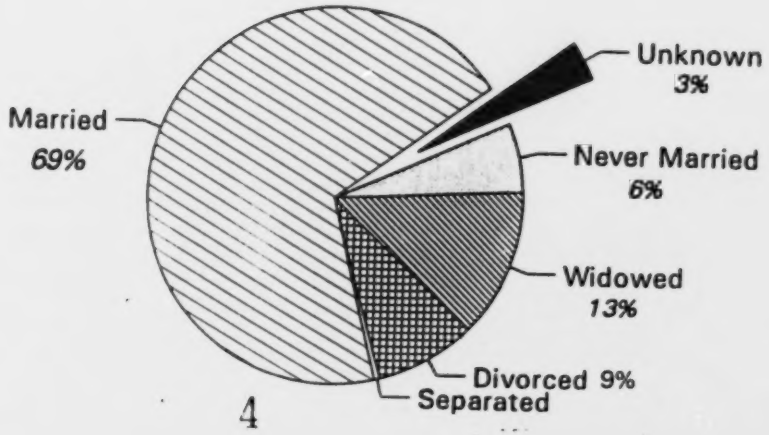
Cindy Dickinson

Cindy Dickinson
Community Development Administrator

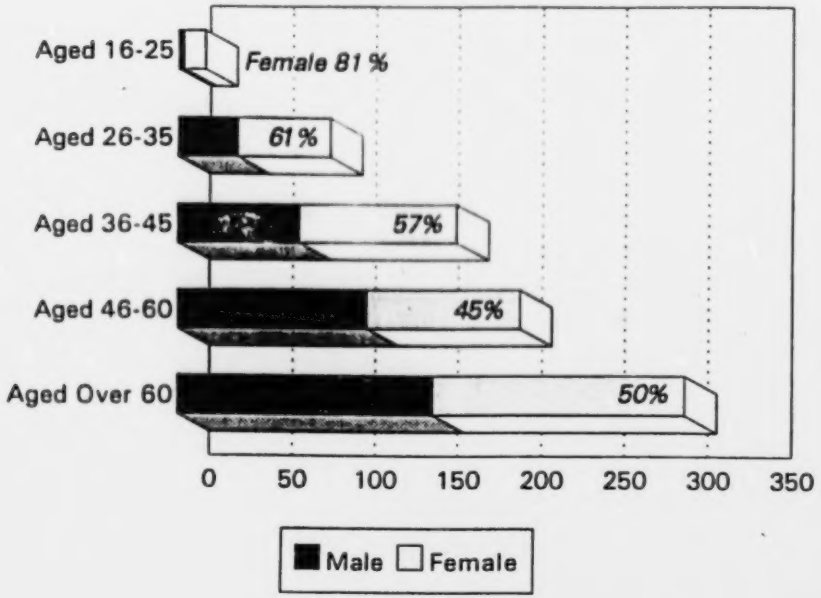
Respondent Profile of
Gender, Marital Status, and Ethnicity



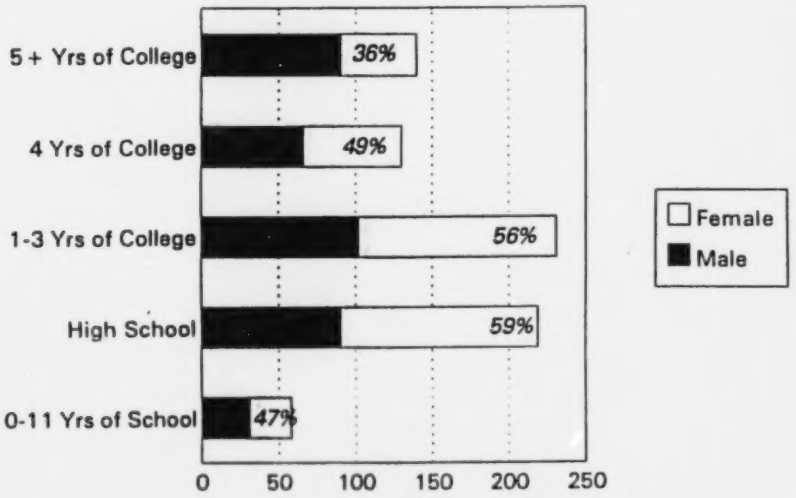




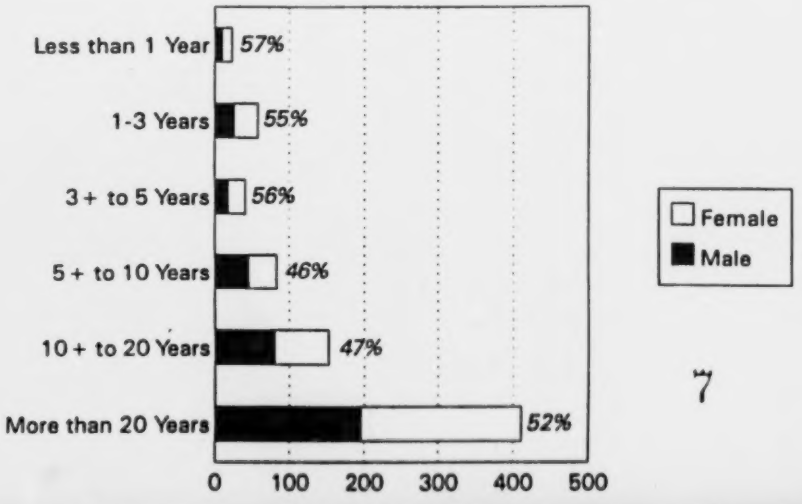
Respondents by Age Group and Gender



Respondents by Education Level and Gender



Respondents by Residence Lengths and Gender



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PREFACE

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The City of Scottsbluff is especially grateful to those residents who took the time to respond to the survey. Their candid responses and suggestions are appreciated and the City would like to thank them for their time and effort.

Cindy Dickinson
Community Development Administrator

SCOTTSBLUFF 1994 COMMUNITY NEEDS SURVEY REPORT SUMMARY

The 6,313 Community Needs Surveys were sent out along with utility bills throughout the City of Scottsbluff in the months of November-December, 1993. The 835 returned surveys (a response rate of 13%) were analyzed, and the summary of findings is presented as follows:

- **Respondent Profile**

  - There are slightly more female residents (49%) represented in this study than male counterparts (47%).
  - The largest group of respondents (38%) are those aged over 60.
  - Approximately one-third of the respondents (33%) have four or more years of college and over a quarter (28%) have 1-3 years of college.
  - Over three-quarters (78%) of the residents surveyed in this study are Caucasians; Native Americans and Hispanics accounted for only 7% and 3%, respectively.
  - The majority of respondents (69%) are married.
  - The average length of residency of respondents in Scottsbluff is 26 years.
  - The major groups of respondents are 2-person families (38%) and 1-person families (22%).
  - Most of the respondents (67-86%) who have additional family members reported earning incomes above the median range for their family size.

- **Respondent Perception of Public Services/Facilities**

  - Of the five utilities, Sewer and Sanitation rates were perceived as the most costly, followed by Water and Natural Gas rates. The electricity rate is considered the most reasonable.
  - The majority of respondents (83-89%) appear to be well satisfied with public services such as Fire Protection, Natural Gas Service, Electrical Service, Water Availability, and Telephone Service. Quite a few respondents (40%), however, voiced concern about Water Quality.
  - Garbage Collection Service is perceived as satisfactory by the largest group of respondents (73%); a smaller group of respondents (63% expressed satisfaction with Sewer treatment. Less than half of the respondents (48%) are satisfied with Storm Water Drainage.

(continued→)

SUMMARY (continued)

- Approximately half of the respondents are not happy with Snow Removal and Street Maintenance and over one-third of them (35%) also have concerns about Traffic Signals & Signs. Most of the respondents (72%), however, appear to have no problem with Street Lighting.
- About one-fifth of the respondents complimented the General Medical Services as well as Specialized Health Care Services and more than half of the others (52-56%) are satisfied with such medical services.
- The 56% of respondents who may have used Legal Assistance Services expressed their satisfaction while very few other users (12%) suggested some improvement.
- Well over a quarter of respondents (29%) gave a high rating to the Library and another 50% also express their satisfaction with the facility. Other public facilities such as Care Facilities for Seniors and Day Care Facilities for Children received ratings toward the satisfactory level.
- Among the six recreation facilities surveyed in this study, Riverside Zoo received the highest rating, followed by Public Swimming Facilities. Quite a few of respondents (22-24%) are not satisfied with the Recreation Program and Cultural Opportunities provided in the community and believe such activities need to be improved.
- Less than half of the respondents (43-45%) are happy with both the quality and quantity of the Entertainment available in the community. Over one-third of them voiced concern about the quality of Restaurants (36%) and Shopping (35%). Hotels/Motels, however, seemed to be of no concern among the residents in this study.
- The ratings for the adequacy of three types of housing (Housing for the Elderly, Affordable Housing to Purchase, and Rental Housing) fall well below the satisfactory level. Respondents appear to be least satisfied with Adequacy of Rental Housing.
- Half of the respondents (51%) are not quite happy with the economic development in the community, and a larger group of respondents (64%) are not optimistic about job opportunities. Quite a few respondents (44%) expressed dissatisfaction with Community Development/Neighborhood Revitalization.
- Those residents who may have used Commercial Air Service gave the rating on the service as being below the satisfactory level. Well over a quarter of respondents (28%) recommended improvement and another 10% are not satisfied with the service at all.

(continued→)

SUMMARY (continued)

- **Respondent Perception of the City, Its Administration and Specific Community Development Programs**

  - The ratings for the Quality of City Government Operations and City Employees' Attitudes Toward the General Public fall below the satisfactory level. The respondents apparently have more concern on the quality of operation than the personnel issue.
  - Nearly two-thirds of the respondents (62%) have requested service from the Police Department, and most of them (81%) reported receiving satisfactory service.
  - Among the few respondents (14%) who indicated having used the service from the Fire Department, most of them (90%) expressed satisfaction with the service.
  - More than half of the respondents (63%) have contacted City Hall for services, and about three-quarters of them indicated receiving good service.
  - Most of the respondents (64%) do not believe there is a need for the establishment of satellite offices that provide social services.
  - Nearly half of the respondents (49%) expressed a willingness to share some costs for a yard waste program.
  - Over two-thirds of the respondents (68%) would support a program of trash collection and yard waste collection.
  - Well over half of the respondents (63%) support and use the recycling program that is available.
  - Despite the rating for General Appearance and Attractiveness of the Community falling below the satisfactory level, the respondents appear to be well satisfied with their quality of life in Scottsbluff.
  - The three most important things that need to be done to improve the City cited by most of the respondents are as follows:

    ✓ *1. Business/Industry/Job Development*
    ✓ *2. Cleanliness/Attractiveness of the City*
    ✓ *3. Traffic Control/Turning Signs*

Recommendation of the Study

It is speculated that the drop in the response rate from 35% in 1992 to 13% in the current study was affected by the timing in which the questionnaires were sent out. The current questionnaires were sent out during the months of November-December, normally the busiest holidays of the year. The City should consider conducting the survey study during the time that residents would have time to complete and return the survey; the months of February-March or September-October may be better times of the year.

Since the Scottsbluff Needs Survey is conducted every two years and the survey usually contains a few similar questions, some residents might get discouraged having to complete the survey over and over again. It is suggested that the City make a summary of the findings available to public; this would encourage more cooperation from them in future survey studies, since they would realize their input provides results that are analyzed and used as an informative resource.

Most of the issues in the survey appear to be quite general. While the responses to these issues did generate an informative reference, the City may want to plan some kinds of follow-up studies with related departments/agencies to further investigate the important issues to obtain more specific responses that would be practical for actual operation. The method used for follow-up study need not necessarily be a time-consuming questionnaire survey. Structured phone interview or focus group methods could be more effective options provided that well-represented groups are selected.

Chanida Katkanant, Ph.D.
Research Analyst
WNCC Office of Institutional Research

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APPENDIX G: Categories Generated From Lists of the Most Important Things Needed to Improve the City of Scottsbluff

Report on
Scottsbluff 1994 Community Needs Survey

Purpose

One of the most important goals of the City of Scottsbluff is to ensure its residents' well-being and to expend all efforts to make the community a better place to live. To achieve this goal, the City essentially needs input from the residents as to how they would like their community to be improved and what can be done to better the quality of life. Residents' feedback and/or comments on community/public services and operations are also a valuable resource for the City to pinpoint its strengths and weaknesses.

The Scottsbluff Community Needs Survey is designed and used as one method to obtain such input. The survey study is conducted every other year so that the data gathered can be analyzed, compared, and used to generate a trend analysis over a period of time.

The results from the survey study are routinely used as support data to request Federal/State funds in needed areas. The analysis of the survey also benefits the city administration and other state/county/private enterprises in the community, in designing and implementing future plans as well as improving the on-going operations and services.

Procedure

The 1994 Scottsbluff Community Needs Survey (See Appendix B) contains 53 questions and another small portion designed specifically to assess residents' perception of Western Nebraska Community College. Most of the questions in the survey asked respondents to rate their satisfaction on a four-point scale: Unsatisfied, Needs Improvement, Satisfied, and Highly Satisfied. This rating scale is designed as a continuous measure ranging from 1 (Unsatisfied) to 4 (Highly Satisfied), with a separate option of No Opinion. A few questions were YES-NO and multiple choice formats. Limited spaces were provided for a brief explanation of the NO response and for comments for some specific issues. One open-ended question asked respondents to list the 3 most important things that can be done to improve the City. The last portion of the survey asked about respondent profile.

The sample frame in this study was chosen from the utility billing list. A notice was placed on the top of the survey asking landlords to forward the survey to their tenants. The tenants who are not required to pay the utilities for their own unit are unlikely to get the survey, however. A total of six thousand three hundred and thirteen surveys were sent out along with utility bills during the months of November-December, 1993. The residents were asked to return their completed survey either with their payment or mail it back separately in a timely manner. Self-addressed, stamped return envelopes were not provided in this study.

All surveys were distributed in 8 coded areas (See Appendix A: Area Map). The total of 835 surveys or 13% return rate were obtained from different areas as follows:

Distribution & Return of Surveys in 8 Coded Areas

	No. Distributed	No. Returned (%)
Area 1	867	121 (14%)
✓ **Area 2**	**929**	**158 (17%)**
✓ **Area 3**	**653**	**136 (21%)**
Area 4	709	81 (11%)
Area 5	840	58 (7%)
Area 6	531	43 (8%)
Area 7	1,187	181 (15%)
Area 8	597	57 (10%)
TOTAL DISTRIBUTED	**6,313**	**835 (13%)**

Note: Area is coded by geographical location

Limitation of the Study

▸ 1. The City of Scottsbluff made its best effort to design the content and number of questions so that it would not become too overwhelming and/or take too much time for its residents. With this limitation some of the issues asked in the survey were apparently too general and to some extent it became ambiguous. Furthermore, the spaces provided for suggestions/comments were also limited; this may have discouraged some respondents from elaborating on their points of view. Consequently the results and findings of the study may not reflect all aspects of community needs.

▸ 2. Based on the sampling method used, the respondents in this study may not represent the whole population of the City of Scottsbluff. The generalizability of this study, therefore, should be used with caution and/or along with other resources.

▸ 3. Because a self-addressed, stamped envelope was not provided and follow-up of nonrespondents was not conducted, residents who returned their completed survey are, therefore, assumed to be self-motivated and/or anxious to voice their opinion. Such an assumption, if valid, could have caused bias one way or the other on the results and findings of the study.

Data Analysis

Data analysis used in this study was mainly descriptive and frequency analysis. Correlation analysis was also employed to investigate the relationship of some variables of interest.

The rating scale of satisfaction (scale of 1 to 4) used in most of the questionnaires in the survey was analyzed using two approaches: continuous and categorical. The continuous measure approach generated the mean scale rating value (referred to as MSR throughout the report) which serves as an indicator of where the total sample's rating falls. Such a result is useful in terms of comparison among several items in the same category. The categorical measure approach or frequency analysis produced a tabulation table which illustrated how many respondents in the sample selected each rating scale (1 to 4). Both approaches apparently provided similar results but in different forms. It is hoped that by presenting the results using both continuous and categorical measure approaches, the interpretation of the results will be greatly enhanced.

Findings

The results and findings from the analysis are presented in 5 sections as follows:

1. Respondent Profile
    - 1.1 Age Group
    - 1.2 Education Level
    - 1.3 Ethnicity
    - 1.4 Marital Status
    - 1.5 Length of Residency in Scottsbluff
    - 1.6 Family Size and Income
2. Respondent Perception of Utility Rates
3. Respondent Perception of Community Services
    - 3.1 Public Services
    - 3.2 Sanitation Services
    - 3.3 Traffic Services/Maintenance
    - 3.4 Professional Services
4. Respondent Perception of Community Facilities/Programs
    - 4.1 Public Facilities
    - 4.2 Recreation & Entertainment Facilities/Availability
    - 4.3 Entertainment Facilities
    - 4.4 Adequacy of Housing
    - 4.5 Business/Commercial Services

5. Respondent Perception of the City, Its Administration, and Community Development Programs

5.1 Perception of the City Administration/Services
5.2 Respondent Opinion on Community Development Programs
5.3 Perception of the City Image & Suggestions for Improvement

Each section of the report consists of narrative descriptions, figures, and data summary tables. Detailed analysis for some sections may be found in the Appendices. A few graphical illustrations are also presented for a more conceptualized understanding of the comparative data. Different tones of shading are used throughout the report to highlight the significant part of the data or the largest percentage among each category (column). Since quite a few respondents did not answer all the questions, a response rate (RR) is reported with each of the questions. The response rate was calculated based on the total of 835 returned surveys. Percentages in some categories may not add up due to the rounding and truncating of the decimals.

To facilitate those readers who might skip from section to section or read only some portion of the report, some concepts and/or criteria used in analyzing data may be cited repeatedly throughout the report. In interpreting the frequency analysis tables, the scale ratings of Unsatisfied & Needs Improvement and the scale ratings of Satisfied & Highly Satisfied were often combined to simplify the results.

The City of Scottsbluff and the WNCC Office of Institutional Research would very much appreciate any input, feedback and/or suggestions pertaining to all aspects of this survey study.

Questions/suggestions regarding survey content, procedure should be sent to:

- *Community Development*
  1818 Avenue A, Scottsbluff *630-6249*

Questions/comments about data analysis and data interpretation can be forwarded to:

- *Office of Institutional Research*
  WNCC, 1601 E. 27th St., Scottsbluff *635-6090*

SECTION 1

Respondent Profile

1.1 Age Group
1.2 Education Level
1.3 Ethnicity
1.4 Marital Status
1.5 Length of Residency in Scottsbluff
1.6 Family Size and Income

SECTION 1

Respondent Profile

There appear to be slightly more female than male residents (49% and 47%, respectively) who responded to the 1993 Attitude Survey. The data regarding respondent profile is illustrated in Table 1 and the analysis is presented in the following paragraphs.

▸ *1.1 Age Group*

The major group of residents who returned the survey was seniors aged over 60 years old. This group accounted for well over one-third (38%) of the total 835 respondents and was divided equally between males and females. The next larger groups of respondents were those aged 46-60 (25%) and aged 36-45 (20%). Approximately one-tenth of adults aged 26-35 years old were represented in this study and very few of those aged 16-25 years old participated in this survey study.

▸ *1.2 Education Level*

One-third of the residents surveyed in this study have a college education of at least 4 years duration (16%) or more (17%). Over one-fourth of the other respondents either have 3 years of college education (28%) or a high school diploma (27%). Only 7% of respondents identified themselves as having education at or below high school level (see Table 1).

▸ *1.3 Ethnicity*

It should not be surprising that most of the Scottsbluff residents surveyed in this study (78%) are Caucasians. Native American and Hispanic residents are represented in this study at only 7% and 3%, respectively. Other ethnic groups, which accounted for only 2%, are Asian, German and Irish. Quite a few respondents (10%) chose not to identify their ethnicity.

▸ *1.4 Marital Status*

The majority of residents (69%) surveyed in this study are married, 9% are divorced, 13% are widowed, and less than 1% identified themselves as being separated. About 6% of the respondents have never been married and another 3% did not answer this question.

Table 1

Respondent Profile

	Frequency (Percentage)
■ ***Gender***	
▸ Female	410 (49%)
▸ Male	388 (47%)
▸ No Response	37 (4%)
■ ***Age Group***	
▸ Aged 16-25 Years	16 (2%)
▸ Aged 26-35 Years	93 (11%)
▸ Aged 36-45 Years	169 (20%)
▸ Aged 46-60 Years	207 (25%)
▸ Aged Over 60 Years	319 (38%)
▸ Unknown	31 (4%)
■ ***Education Level***	
▸ 0-11 Years of School	60 (7%)
▸ High School Graduate	221 (27%)
▸ 1-3 Years of College	237 (28%)
▸ 4 Years of College	131 (16%)
▸ More than 5 Years of College	142 (17%)
▸ No Response	44 (5%)

Table 1 (continued)

Respondent Profile

	Frequency (Percentage)
■ ***Ethnicity***	
▸ African-American	1 (--)
▸ **Caucasian**	**652 (78%)**
▸ Native American	61 (7%)
▸ Hispanic	22 (3%)
▸ Other	13 (2%)
▸ No Response	86 (10%)
■ ***Marital Status***	
▸ **Married**	**575 (69%)**
▸ Divorced	72 (9%)
▸ Widowed	107 (13%)
▸ Separated	4 (--)
▸ Never Married	49 (6%)
▸ No Response	28 (3%)
■ ***Residence Lengths***	
▸ Less Than 1 Year	23 (3%)
▸ 1-3 Years	59 (7%)
▸ 3+ to 5 Years	44 (5%)
▸ 5+ to 10 Years	84 (10%)
▸ 10+ to 20 Years	156 (19%)
▸ **More Than 20 Years**	**422 (50%)**
▸ No Response	47 (6%)

▸ *1.5 Length of Residency in Scottsbluff*

The average length of residence in Scottsbluff for the respondents in this study was about 26 years with a minimum-maximum range of 1 month to 84 years. About half of all 835 respondents have resided in Scottsbluff more than 20 years and well over one-fourth of the other respondents have lived in this community more than 5 years. Only 3% of the residents surveyed in this study indicated that they have been here less than a year. With the majority being such long-time residents, it is assumed that they are well-acquainted with the community and the surrounding environment.

▸ *1.6 Family Size and Income*

Table 2 illustrates the number of respondents in each family-size category along with their income level. The majority of residents (38%) surveyed in this study are in two-person families and over one-fifth (22%) live by themselves. About 10% of the respondents have two additional family members, and 14% have three additional members. Very few respondents (2%) have more than 5 other persons in the family.

Regarding income, the respondents were asked to check whether the total income of all members of their family during the past 12 months was less than the median range income set for each family size or not (see Table 2). It appeared that well over half of the respondents (67-86%) who have no more than five additional family members indicated having a total income above median range except those who live by themselves. It is not surprising to find out that the 1-person families with low income are composed of the older generation (aged 46-60, 16%) and seniors (67%). There is only one respondent who belongs to a 7-person family and reported having a total income below the median range. The other two respondents who are in 8-person families appeared to earn incomes above the median range.

Table 2
Frequency Analysis of Respondents' Family Size and Their Family Income

Family Size	Number of Responses (%)	Total Income of All Members Within Last 12 Months	Response to Income* Count (%)	
1-person family	182 (22%)	Less than $17,800**	Yes	115 (63%)
			No	66 (36%)
2-person family	318 (38%)	Less than $20,350	Yes	93 (29%)
			No	214 (67%)
3-person family	79 (10%)	Less than $22,900	Yes	14 (18%)
			No	65 (82%)
4-person family	119 (14%)	Less than $25,450	Yes	15 (13%)
			No	102 (86%)
5-person family	45 (5%)	Less than $27,450	Yes	11 (24%)
			No	34 (76%)
6-person family	18 (2%)	Less than $29,500	Yes	4 (22%)
			No	14 (78%)
7-person family	1 (--)	Less than $31,550	Yes	1 (100%)
			No	-- (--)
8-person family	2 (--)	Less than $33,600	Yes	-- (--)
			No	2 (100%)

*Not all respondents answered this question.
**Income Range based on 80% of median income.

Further analysis of groups who earn incomes above and below the median reveals a common trend (see Table 3). Most of those respondents having incomes below median are seniors and very few had education beyond the junior college level. On the other hand, those respondents earning incomes above median level are mostly in their mid-30s, 40s and 50s and about 45% of them had 4 or more years of college.

Table 3
Frequency Analysis of Age Group and Education Level
Between Groups of Respondents with Income Below and Above
Median Range

Variable	Respondents with Incomes Below Median Range	Respondents with Incomes Above Median Range
Age Group		
Aged 16-25 Years	9 (4%)	6 (1%)
Aged 26-35 Years	24 (9%)	66 (13%)
Aged 36-45 Years	25 (10%)	133 (27%)
Aged 46-60 Years	45 (18%)	147 (30%)
Aged Over 60 Years	145 (57%)	139 (28%)
Unknown	5 (2%)	6 (1%)
Education Level		
0-11 Years of School	32 (13%)	17 (3%)
High School Graduate	97 (38%)	107 (22%)
1-3 Years of College	75 (30%)	144 (29%)
4 Years of College	18 (7%)	107 (22%)
5+ Years of College	14 (5%)	119 (24%)
Unknown	17 (7%)	3 (--)

SECTION 2

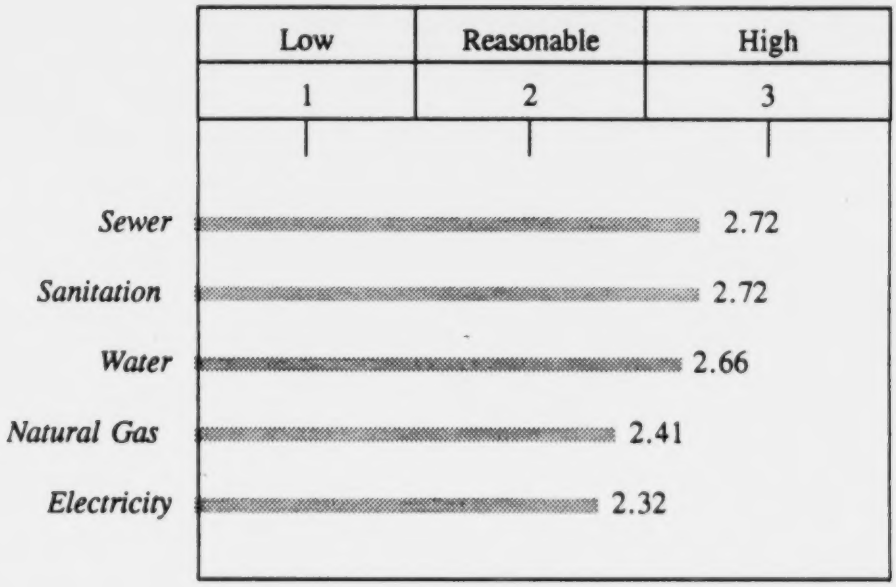
Respondent Perception of Utility Rates

SECTION 2

Respondent Perception of Utility Rates

The residents surveyed in this study were asked their opinion about utility charges for their households by rating on a scale of Low (1), Reasonable (2), and High (3). The respondents were also given the option of No Opinion (0). The mean scale ratings for each type of utility are illustrated in Figure 1 and the frequency analysis is presented in Table 4.

Figure 1
Respondent Mean Scale Ratings on Utility Rates



Among the five utility rates asked about in the survey, both Sewer and Sanitation rates were perceived as being quite high (MSR=2.72), and so was the Water rate (MSR=2.66). Natural Gas rate is considered to be more reasonable, with the Electricity Rate being the most reasonable.

Table 4
Frequency Analysis of Scale Ratings on Utility Rates

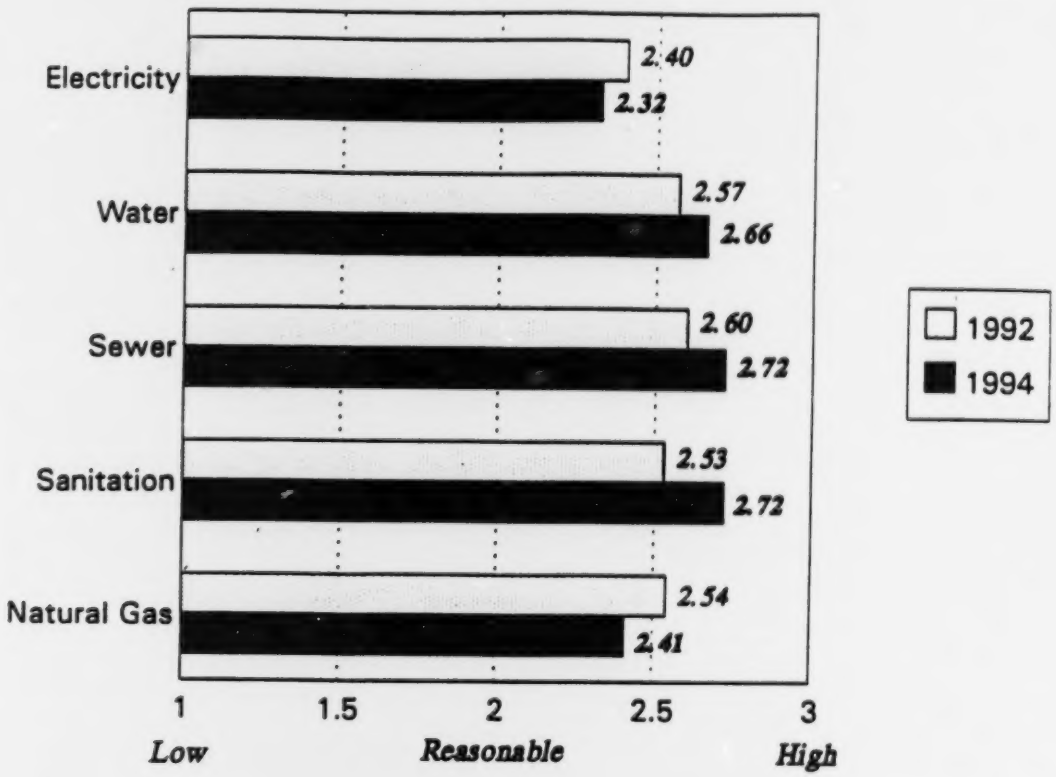
Utility Type	Respondent Ratings - Frequency (Percentage)				Total Responses (RR)
	No Opinion	Low	Reasonable	High	
Electricity	16 (2%)	11 (1%)	498 (60%)	260 (31%)	785 (94%)
Water	21 (3%)	11 (1%)	237 (28%)	524 (63%)	793 (95%)
Sewer	13 (1%)	6 (1%)	207 (25%)	567 (68%)	793 (95%)
Sanitation	16 (2%)	8 (1%)	204 (24%)	562 (67%)	790 (95%)
Natural Gas	57 (7%)	12 (1%)	402 (48%)	311 (37%)	782 (94%)

The frequency analysis of each scale rating on the five utilities (Table 4) mirrors the same trend. Over 60% of the respondents rated the charges on Sewer, Sanitation and Water as being high while approximately one-fourth of the other respondents perceived those charges as being reasonable. On the opposite side, almost half of the respondents (48%) considered Natural Gas to be reasonable and about 60% shared the same opinion on the Electricity rate. Very few respondents (1%), however, perceived all their utility charges as being low.

It should be noted that the City of Scottsbluff sent a notice informing residents of their rates being increased 3.03% on Water, 6.8% on Sewer and 15% on Sanitation. This notice was attached to the utility bill which was sent along with the survey. It is speculated that the knowledge of the increased utility rates may have affected their responses in this section one way or the other.

The comparison of respondent perceptions on utility rates currently surveyed (1994) with those surveyed 2 years ago (1992) are illustrated in Figure 2. The comparison did confirm the above speculation; that is, respondents perceived the current rates of water, sewer and sanitation as being a little bit higher than those charged 2 years ago. Sanitation rate, in particular, was perceived as making a bigger leap than other utilities. On the other hand, the Electricity and Natural Gas rates, which stayed the same, are currently perceived as being lower than the past two years (see Figure 2).

Figure 2
Comparison of Mean Scale Ratings on Five Utility Rates
(Survey Results of 1992 and 1994)



SECTION 3

Respondent Perception of Community Services

3.1 Public Services
3.2 Sanitation Services
3.3 Traffic Services/Maintenance
3.4 Professional Services

SECTION 3

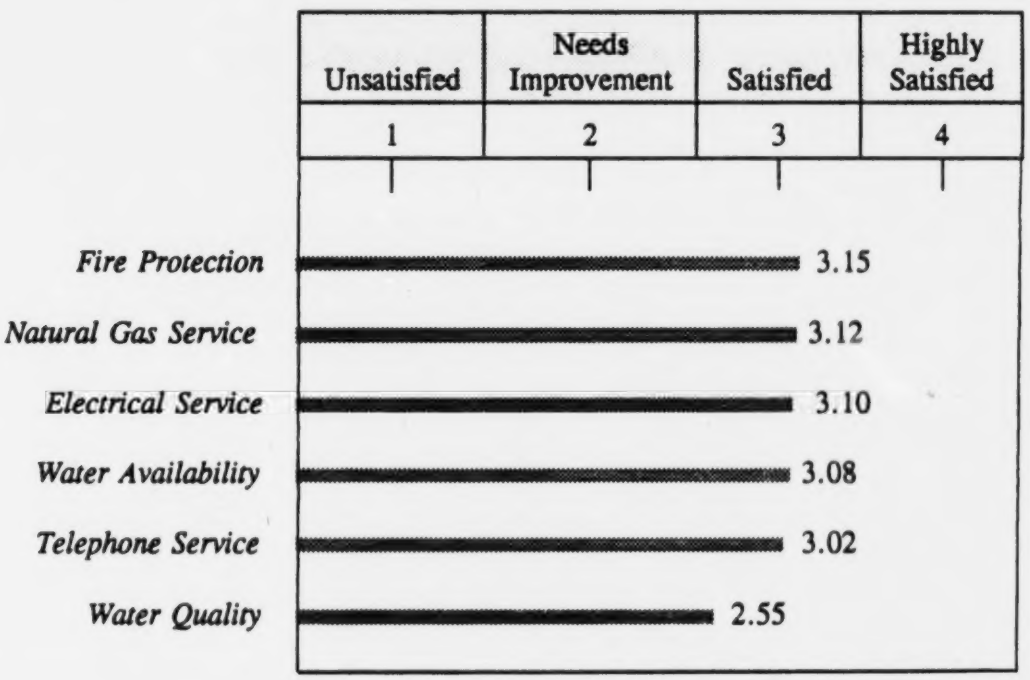
Respondent Perception of Community Services

In this section respondents were asked to rate their satisfaction with several community services provided either by the City of Scottsbluff or private enterprise. The rating scale, which is assumed to be a continuous measure, ranges from 1 (Unsatisfied) to 4 (Highly Satisfied). The option of No Opinion (0) is given for those who are indecisive on particular items and this option was not taken into account in computing the mean scale rating. Since some respondents did not answer all items in this section, the response rate (RR) for each item is reported along with the rating scale on the frequency analysis table. The analysis of respondent perception of community services is divided into the following sections.

▸ *3.1 Public Services*

All public services surveyed in this study except Water Quality were rated as being Satisfied or above Satisfied level (see Figure 3). Fire Protection Service (MSR=3.15) appeared to please the respondents the most. Water Quality (MSR=2.55) was rated as being mid-scale between Needs Improvement and Satisfied.

Figure 3
Respondent Mean Scale Ratings on Public Services



Frequency analysis of scale ratings on Public Services (Table 5) appeared to reflect a clearer picture of how respondents perceive the services. The majority of respondents (85%) were well satisfied or highly satisfied with the Fire Protection service while a few other respondents (1-2%) did not conform. There were, however, a few respondents (7%) who may have never used this service and hence had no opinion.

About 70% or more of the residents surveyed in this study also expressed satisfaction with Electrical Service, Water Availability, Natural Gas, and Telephone Service. Less than half of the respondents (45%) are satisfied with the Water Quality and about 40% did have concerns about it.

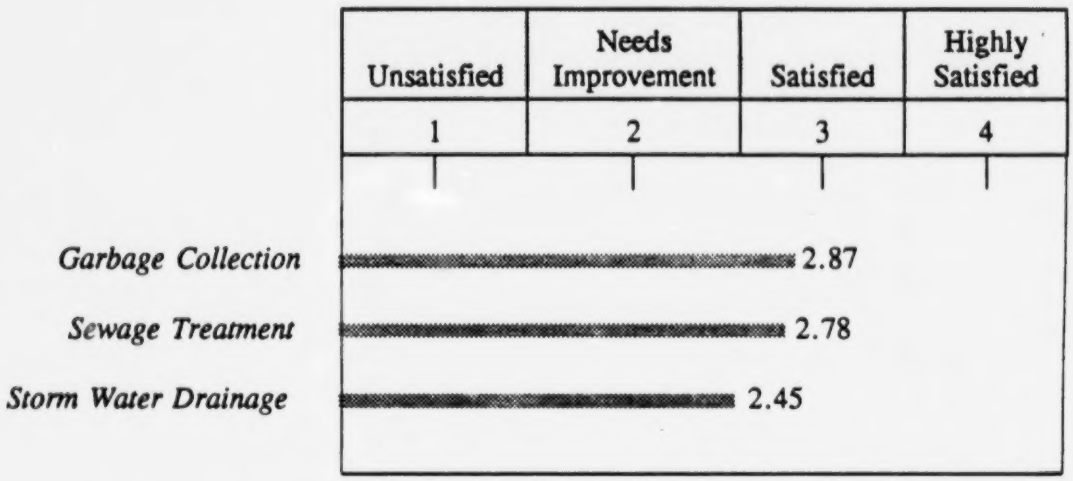
Table 5
Frequency Analysis of Scale Ratings on Public Services

Public Services	Respondent Ratings - Frequency (Percentage)					Total Responses (RR)
	Unsatisfied	Needs Improvement	Satisfied	Highly Satisfied	No Opinion	
Water Availability	6 (1%)	43 (5%)	598 (72%)	116 (14%)	18 (2%)	781 (94%)
Water Quality	81 (10%)	250 (30%)	378 (45%)	63 (8%)	19 (2%)	791 (95%)
Electrical Service	6 (1%)	29 (4%)	628 (75%)	115 (14%)	12 (1%)	790 (95%)
Natural Gas Service	7 (1%)	20 (2%)	587 (70%)	124 (15%)	47 (6%)	785 (94%)
Telephone Service	12 (1%)	67 (8%)	588 (70%)	110 (13%)	11 (1%)	788 (94%)
Fire Protection	9 (1%)	14 (2%)	564 (68%)	140 (17%)	58 (7%)	785 (94%)

▸ *3.2 Sanitation Services*

Among three sanitation services surveyed in this study, Storm Water Drainage (MSR=2.45) appeared to be the least satisfactory. The other two services, Garbage Collection and Sewage Treatment were rated as being a little bit below the Satisfied level (see Figure 4).

Figure 4
Respondent Mean Scale Ratings on Sanitation Services



The frequency analysis of scale ratings (Table 6) shows that quite a few respondents (10%) did not give their opinions on Sewage Treatment Service; nearly two-thirds of the other respondents (63%), however, expressed satisfaction with it. The majority of residents surveyed in this study (73%) appeared to be well satisfied with Garbage Collection but another 16% of the respondents believe it could be improved. There was a divided opinion among respondents on Storm Water Drainage: while 48% of the respondents voiced no concerns with it, 42% seemed to be on the opposite side.

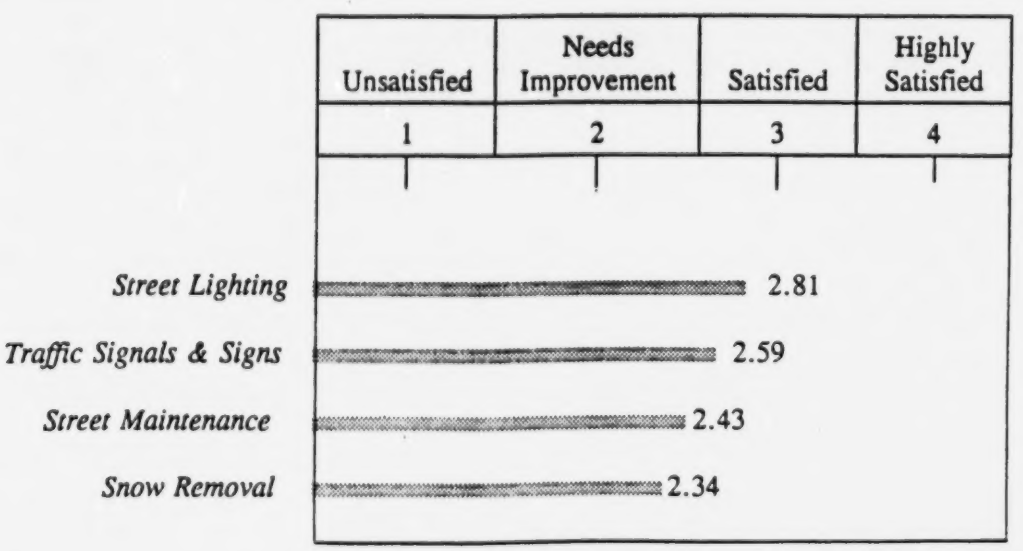
Table 6
Frequency Analysis of Scale Ratings on Sanitation Services

Sanitation Services	Respondent Ratings - Frequency (Percentage)					Total Responses (RR)
	Unsatisfied	Needs Improvement	Satisfied	Highly Satisfied	No Opinion	
Sewage Treatment	34 (4%)	132 (16%)	487 (58%)	46 (5%)	80 (10%)	779 (93%)
Storm Water Drainage	90 (11%)	263 (31%)	370 (44%)	30 (4%)	32 (4%)	785 (94%)
Garbage Collection	34 (4%)	136 (16%)	507 (61%)	100 (12%)	14 (2%)	791 (95%)

▸ *3.3 Traffic Services/Maintenance*

All Traffic Services and Maintenance surveyed in this study obtained a rating scale below the satisfied level (MSR=2.34-2.81). As illustrated in Figure 5, among the four traffic services Street Lighting received the highest rating toward the satisfied level (MSR=2.81), while Snow Removal was perceived as being the least satisfied (MSR=2.34). Residents surveyed in this study appeared to be less concerned with Traffic Signals & Signs than with the Street Maintenance.

Figure 5
Respondent Mean Scale Ratings on Traffic Services/Maintenance



The frequency counts, along with percentage of respondents on each rating scale, are presented in Table 7. While most respondents (72%) are well satisfied with Street Lighting, one small group of respondents (17%) still believes it could be improved, and a few others (4%) are not satisfied with it at all.

Although more than half of the respondents (58%) expressed no concern about Traffic Signals & Signs, quite a few of the other respondents (35%) disagree.

There was a divided opinion among respondents regarding Street Maintenance; while one group (40%) is well satisfied with it, the other group (40%) seemed to believe that some improvement is needed in keeping up the streets in Scottsbluff. There were a few respondents on the extreme sides, either highly satisfied (4%) or unsatisfied (9%).

Quite a few respondents (16%) were not pleased with Snow Removal and about one-third believe the City should do something to improve this service. The other respondents (43%), however, appeared to have no problems and were well satisfied.

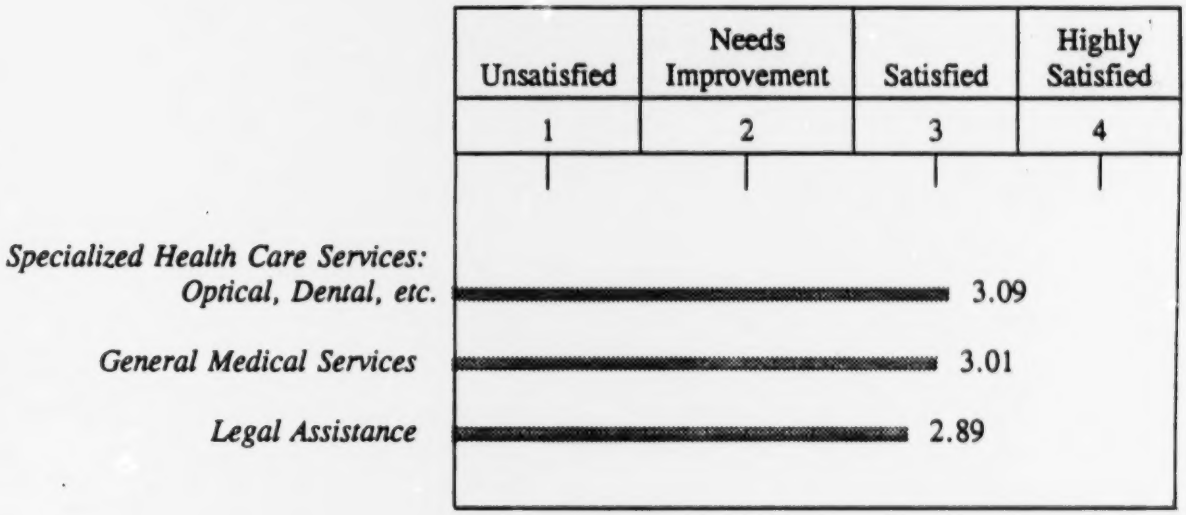
Table 7
Frequency Analysis of Scale Ratings on Traffic Services/Maintenance

Traffic Services/ Maintenance	Respondent Ratings - Frequency (Percentage)					Total Responses (RR)
	Unsatisfied	Needs Improvement	Satisfied	Highly Satisfied	No Opinion	
Snow Removal	130 (16%)	281 (34%)	335 (40%)	28 (3%)	13 (1%)	787 (94%)
Street Maintenance	73 (9%)	330 (40%)	336 (40%)	35 (4%)	17 (2%)	791 (95%)
Traffic Signals & Signs	63 (7%)	230 (28%)	440 (53%)	42 (5%)	13 (1%)	788 (94%)
Street Lighting	35 (4%)	143 (17%)	543 (65%)	61 (7%)	11 (1%)	793 (95%)

▸ *3.4 Professional Services*

There appeared to be a concerted opinion on professional services over a period of time. The current survey results (see Figure 6) yielded a similar pattern as those obtained two years ago; that is, Specialized Health Care Services received the highest rate of satisfaction (MSR=3.09), followed by General Medical Services (MSR=3.01). The ratings of Legal Assistance (MSR=2.89) happened to fall a little bit below the Satisfied level.

Figure 6
Respondent Mean Scale Ratings on Professional Services



It is noted that over one-fifth (23%) of the respondents have No Opinion on Legal Assistance and quite a few of the others (9%) did not give any rating on this particular service at all (see Table 8). Over half of the respondents, however, expressed satisfaction (47%) or were very satisfied with the service (9%).

There appeared to be very few complaints (3%) regarding Specialized Health Care such as optical, dental, etc. Over one-fifth of the respondents (21%) commended these services and another large group (56%) were well satisfied.

Table 8
Frequency Analysis of Scale Ratings on Professional Services

Professional Services	Respondent Ratings: Frequency (Percentage)					Total Responses (RR)
	Unsatisfied	Needs Improvement	Satisfied	Highly Satisfied	No Opinion	
Legal Assistance	38 (4%)	63 (8%)	390 (47%)	77 (9%)	194 (23%)	762 (91%)
General Medical Services	24 (3%)	116 (14%)	436 (52%)	171 (20%)	42 (5%)	789 (94%)
Specialized Health Care Services: Optical, Dental, etc	21 (3%)	71 (9%)	471 (56%)	177 (21%)	45 (5%)	785 (94%)

Similar opinions were also reflected on General Medical Services. One-fifth of the respondents were highly satisfied with the services and over half of the others (52%) believe these services are doing fine. Quite a few (14%) did recommend some improvement, however.

SECTION 4

Respondent Perception of Community Facilities/Programs

4.1 Public Facilities
4.2 Recreation Facilities/Availability
4.3 Entertainment Facilities
4.4 Adequacy of Housing
4.5 Business/Commercial Services

SECTION 4

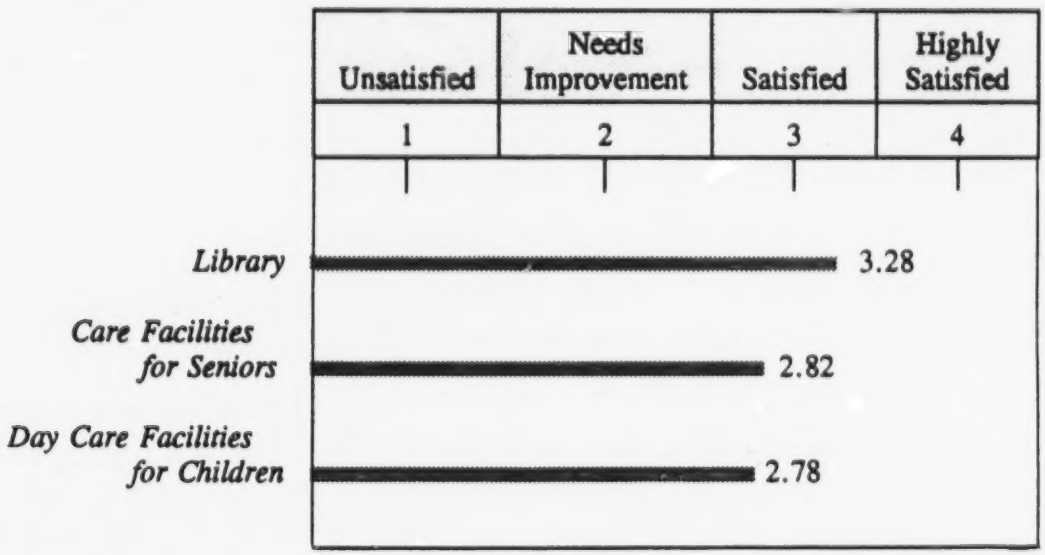
Respondent Perception of Community Facilities/Programs

To simplify interpretation of the results, Community Facilities/Programs surveyed in this study were grouped into three categories: Public Facilities, Recreation Facilities/Availability and Entertainment Facilities. Respondents were asked to rate each of the items on the continuous-measured scales of Unsatisfied (1), Needs Improvement (2), Satisfied (3) and Highly Satisfied (4), with an option of No Opinion. Since quite a few of the residents surveyed in this study may have never used some facilities, such as Day Care and Tennis Courts, the response with No Opinion was predictably high.

▸ *4.1 Public Facilities*

Among the few public facilities surveyed in this study (see Figure 7), the Library appeared to be providing a satisfactory service to the community. The ratings for the other two facilities, Care Facilities for Seniors (MSR=2.82) and Day Care Facilities for Children (MSR=2.78) fell below the Satisfied level.

Figure 7
Respondent Mean Scale Ratings on Public Facilities



The frequency analysis of Scale Ratings on the Library (Table 9) did accentuate the respondents' positive attitude toward the facility. Well over one-quarter of the respondents are highly satisfied with the facility while most of the others (50%) also expressed satisfaction. Very few respondents (5%) suggested that improvement was needed.

A large group of respondents (33-46%) had no opinions regarding Care Facilities for Seniors and Day Care Facilities for Children (see Table 9). This implies that approximately two-thirds of the residents (67%) surveyed in this study may have used Care Facilities for Seniors and a little over half of the respondents (54%) may have need for Day Care Facilities for Children.

Of the total 835 residents surveyed in this study, the 35% who might have used Care Facilities for Seniors expressed satisfaction and the few others (8%) did commend such facilities. Another 15% believe these facilities may need improvement to better serve the community.

Regarding Day Care Facilities for Children, the well over one-quarter (31%) who used them are well satisfied with these facilities, and the other 13% recommend some improvement.

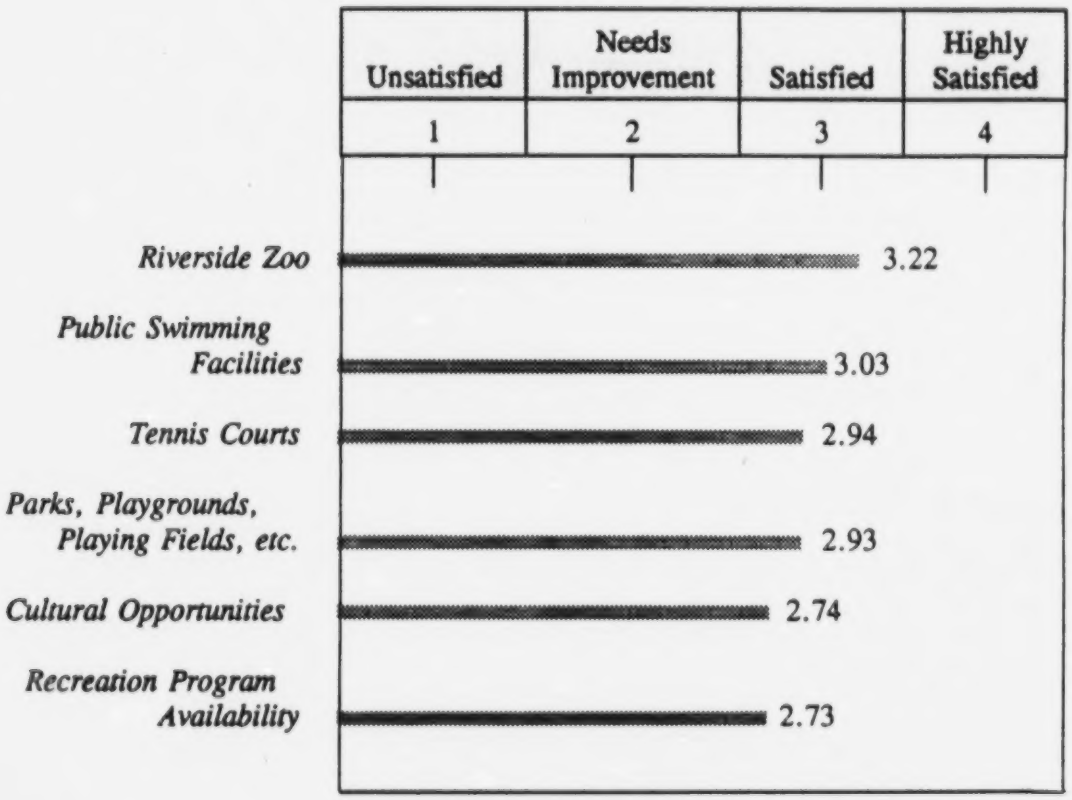
Table 9
Frequency Analysis of Scale Ratings on Public Facilities

Public Facility	Respondent Ratings: Frequency (Percentage)					Total Responses (RR)
	Unsatisfied	Needs Improvement	Satisfied	Highly Satisfied	No Opinion	
Library	4 (--)	38 (5%)	417 (50%)	242 (29%)	77 (9%)	778 (93%)
Day Care Facilities for Children	14 (2%)	88 (11%)	229 (27%)	35 (4%)	387 (46%)	753 (90%)
Care Facilities for Seniors	23 (3%)	104 (12%)	294 (35%)	63 (8%)	276 (33%)	760 (91%)

▸ *4.2 Recreation Facilities/Availability*

Among the few recreation facilities/availability surveyed in this study (see Figure 8), Riverside Zoo (MSR=3.22) appeared to be the most satisfying place to go, followed by Public Swimming Pools (MSR=3.03). The ratings for Tennis Courts (MSR=2.94) and other Recreation Facilities such as parks, playgrounds, etc. (MSR=2.93) seemed to fall a little bit below the satisfactory level. Residents surveyed in this study appeared to be not quite satisfied with Cultural Opportunities (MSR = 2.74) and Recreation Programs (MSR=2.73) provided in the community.

Figure 8
Respondent Mean Scale Ratings on Recreation Facilities/Availability



The frequency analysis of each rating scale on Riverside Zoo shows that well over a quarter of respondents (29%) commended the facility while another larger group (43%) was well satisfied with it. Only a few respondents (8%) were not pleased with the facility and about 12% gave no opinion.

Table 10
Frequency Analysis of Scale Ratings on Recreation Facilities/Availability

Recreational Facilities	Respondent Ratings: Frequency (Percentage)					Total Responses (RR)
	Unsatisfied	Needs Improvement	Satisfied	Highly Satisfied	No Opinion	
Parks, Playgrounds, Playing Fields, etc.	21 (2%)	114 (14%)	445 (53%)	109 (13%)	81 (10%)	770 (92%)
Recreation Program Availability	37 (4%)	149 (18%)	353 (42%)	59 (7%)	164 (20%)	762 (91%)
Cultural Opportunities	30 (4%)	165 (20%)	349 (42%)	66 (8%)	146 (18%)	756 (91%)
Public Swimming Facilities	3 (--)	67 (8%)	467 (56%)	93 (11%)	139 (17%)	769 (92%)
Tennis Courts	11 (1%)	71 (9%)	379 (45%)	63 (8%)	228 (27%)	752 (90%)
Riverside Zoo	29 (3%)	39 (5%)	361 (43%)	242 (29%)	99 (12%)	770 (92%)

Approximately three-quarters of the respondents (75%) in this study gave their opinion on Public Swimming Facilities. Almost all of them are in favor of the facilities except those 8% who believe some improvement of the facilities may be needed.

Of the total 835 respondents surveyed in this study, 524 respondents or 60% may have used the tennis court facilities. Over half (53%) who have used the facilities are well satisfied with them. Another 9% suggested improvement and very few (1%) users are not pleased with the facilities at all.

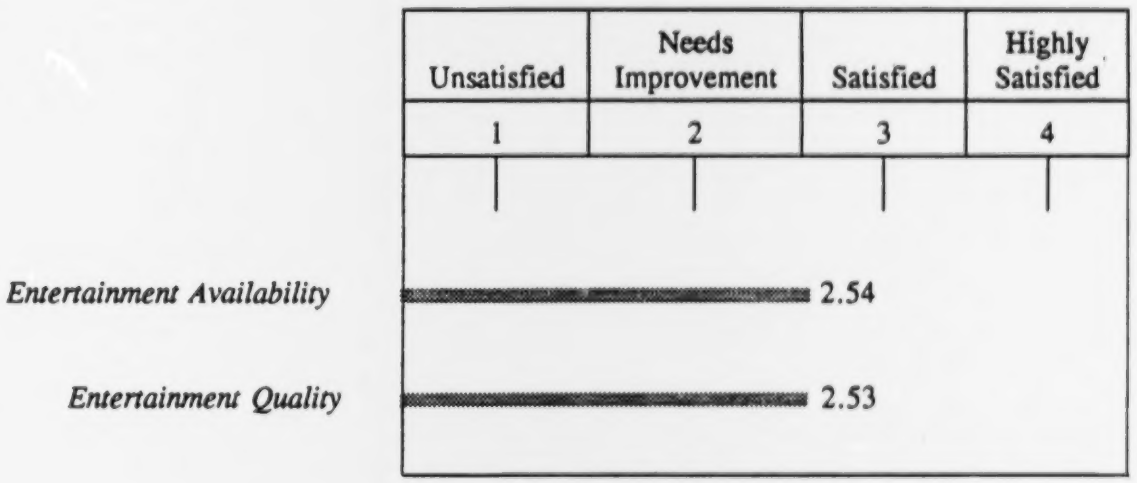
A small number of respondents (13%) appeared to be very satisfied with Recreation Facilities such as parks, playgrounds, playing fields and over half of the other respondents (53%) voiced no concern about them. Another small group of respondents (16%), however, did have some complaints.

Over a quarter of respondents (27-29%) did not respond or did not give opinions on Recreation Program Availability and Cultural Opportunities. A few respondents (18-20%) believed such activities need to be improved -- and a small number of respondents (4%) are not satisfied with them at all.

▸ *4.3 Entertainment Facilities*

Regarding entertainment in the community the ratings for both Availability (MSR=2.54) and Quality (MSR=2.53) fell approximately mid-scale between Needs Improvement and Satisfied (see Figure 9).

Figure 9
Respondent Mean Scale Ratings on Entertainment Facilities



Quite a few of the respondents (21-25%) chose not to respond or give opinions on the Entertainment issues (see Table 11). Over one-quarter of the respondents believed that entertainment provided in the community needs to be improved both in quantity and quality. The larger group of respondents (39-41%), however, are pleased with the availability of the entertainment in the community as well as the quality. Few respondents took the extreme stances on both quantity and quality issues; 4% on the positive side and 7% on the negative side.

Table 11
Frequency Analysis of Scale Ratings on Entertainment Facilities

Public Facility	Respondent Ratings: Frequency (Percentage)					Total Responses (RR)
	Unsatisfied	Needs Improvement	Satisfied	Highly Satisfied	No Opinion	
Entertainment Availability	58 (7%)	230 (27%)	340 (41%)	37 (4%)	99 (12%)	764 (91%)
Entertainment Quality	57 (7%)	211 (25%)	323 (39%)	33 (4%)	104 (12%)	728 (87%)

In terms of Entertainment Quality, respondents were asked to check whether they had any concern about Restaurants, Hotels/Motels and Shopping. Almost two-thirds of the respondents (63%) did have some concern on one issue or the other while the other one-third did not.

Entertainment Quality: Which area(s) are of the most concern to you?

300 (36%)	✓ **Restaurants**
54 (7%)	✓ Hotels/Motels
294 (35%)	✓ Shopping
278 (33%)	✓ No Concern

Note: Percentage is not additive since respondent can check more than one choice

Quite a few of the respondents (36%) voiced concern about Restaurants and almost the same number of respondents (35%) were also concerned about Shopping. Hotels/Motels seemed to be of no concern to the majority of the residents surveyed in this study.

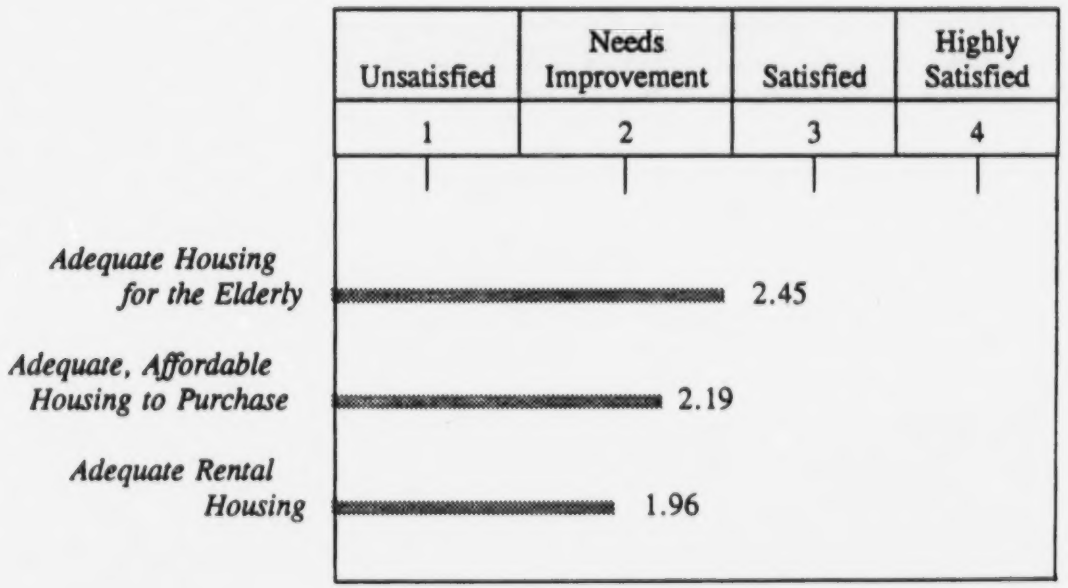
▸ *4.4 Adequacy of Housing*

It is assumed that the residents who did not have an opinion or who did not give any response in this section may not have need of such services. About 64-65% of the respondents expressed their opinions on Adequate Rental Housing and Adequate Housing for the Elderly and a larger group of respondents (71%) took time to give their opinions on the issue of Adequate, Affordable Housing to Purchase.

As mentioned earlier, the residents surveyed in this study were selected from those who receive the utility bills, which most likely are the home owners. The number of residents who are in need of rental housing in this study, however, may not well represent the actual number in the community.

The adequacy of housing surveyed in this study (see Figure 10) appeared to be a concern among the respondents. The issue of most concern is Adequate Rental Housing (MSR=1.96), followed by Adequate, Affordable Housing to Purchase (MSR=2.19). Although Adequate Housing for the Elderly (MSR=2.45) seemed to be of less concern than the other two types of housing, its rating, on the average, falls far below the satisfactory level.

Figure 10
Respondent Mean Scale Ratings on Housing



While approximately one-third of the respondents (34%) are well content with the housing available for the Elderly (see Table 12), another 21% are not and quite a few respondents (10%) even expressed their dissatisfaction on this regard.

Nearly half of the residents surveyed in this study (49%) are not quite happy with Adequate Rental Housing and believe some expansion of such services is needed (see Table 12). On the other hand, another small group of respondents (15%) seemed to have no problem with rental housing available in the community.

Table 12
Frequency Analysis of Scale Ratings on Housing

Housing	Respondent Ratings: Frequency (Percentage)					Total Responses (RR)
	Unsatisfied	Needs Improvement	Satisfied	Highly Satisfied	No Opinion	
Adequate Rental Housing	157 (19%)	251 (30%)	120 (14%)	9 (1%)	218 (26%)	755 (90%)
Adequate, Affordable Housing to Purchase	114 (14%)	265 (32%)	192 (23%)	16 (2%)	163 (19%)	750 (90%)
Adequate Housing for the Elderly	80 (10%)	176 (21%)	241 (29%)	41 (5%)	219 (26%)	757 (91%)

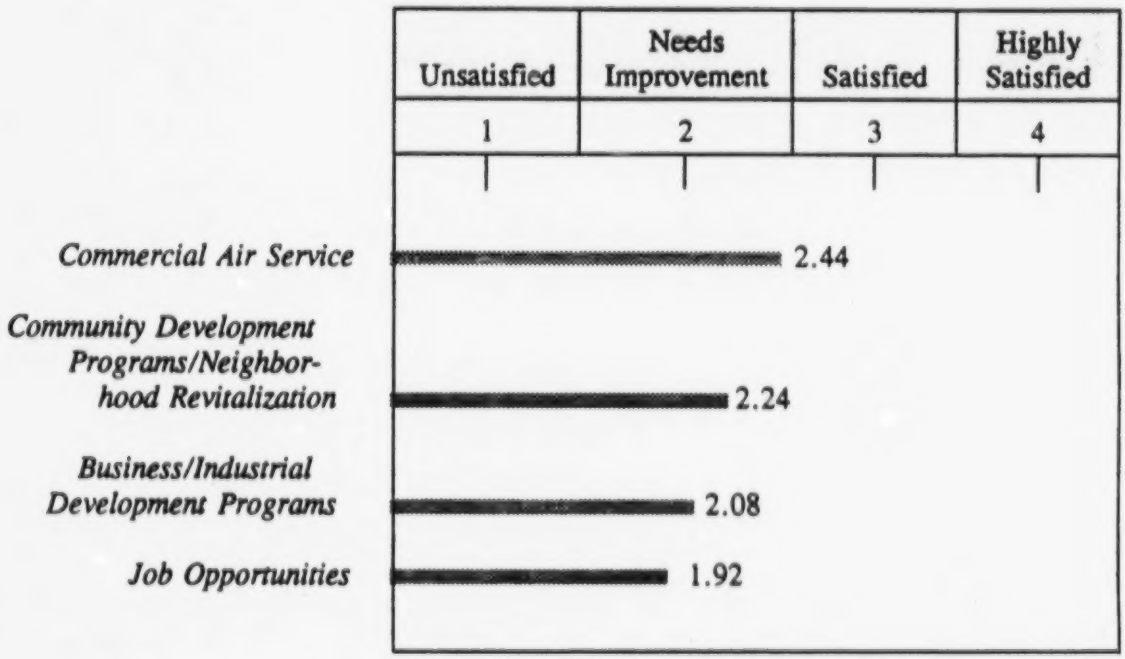
Although a quarter of the respondents perceive no problem in finding Affordable Housing to Purchase, the other larger groups of respondents (32%) believe such housing is still inadequate while the other 14% are not optimistic at all.

Further analysis in terms of profile of respondents who appeared to have some concern about the adequacy of rental houses (49%) and affordable housing to purchase (46%) are presented in Appendix C.

▸ *4.5 Business/Commercial Services*

Quite a few residents surveyed in this study (20-27%) chose not to give opinions or did not respond to issues listed in this section. Based on those who did respond, the ratings of all items fall far below the satisfactory level (see Figure 11). Respondents seemed to be least optimistic about Job Opportunities (MSR=1.92) in the community. Business/Industrial Development Programs (MSR=2.08), as well as Community Development Programs (MSR=2.24), are also perceived as being in need of improvement. Commercial Air Service's rating (MSR=2.44) fell a little bit below the mid-scale of the Needs Improvement and Satisfied levels.

Figure 11
Respondent Mean Scale Ratings on Business/Commercial Services



Over three quarters of the respondents (78%) expressed their opinion on Commercial Air Service (see Table 13). A few respondents (10%) who may have used the air service are not in favor of it and over a quarter believe it could be improved. Over one-third of the other respondents (37%), however, are well satisfied with the service and a few respondents (3%) even commended it.

According to one-third of the residents surveyed in this study, Business/Industrial Development Programs appear to be in need of improvement. Another 18% expressed dissatisfaction with such development programs. There is, however, about one-fifth of other respondents (21%) who do not realize any problem at all.

Table 13
Frequency Analysis of Scale Ratings on Business/Commercial Services

Business/ Commercial Services	Respondent Ratings: Frequency (Percentage)					Total Responses (RR)
	Unsatisfied	Needs Improvement	Satisfied	Highly Satisfied	No Opinion	
Business/Industrial Development Programs	148 (18%)	278 (33%)	174 (21%)	12 (1%)	135 (16%)	747 (89%)
Job Opportunities	195 (23%)	343 (41%)	126 (15%)	7 (1%)	90 (11%)	761 (91%)
Commercial Air Service	80 (10%)	233 (28%)	313 (37%)	28 (3%)	105 (13%)	759 (91%)
Community Development Programs/ Neighborhood Revitalization	107 (13%)	261 (31%)	226 (27%)	14 (2%)	139 (17%)	747 (90%)

Respondents in this study apparently view Community Development Programs as being of less concern than Business/Industrial Development Programs. Well over a quarter of the respondents (29%) perceived these development programs are doing fine. On the opposite view, about 31% of the respondents believe some improvement is needed for the programs to better serve the community, while the other 13% rated such programs as not meeting their expectations.

It is evident that most respondents are not very optimistic about Job Opportunities in the community. Only a small group of respondents (16%) expressed no concern about it. The other larger groups either suggested improvement (41%) or showed discontent (23%).

SECTION 5

Respondent Perception of the City, Its Administration and Community Development Programs

5.1 Perception of the City Administration/Services

5.2 Respondent Opinion of Community Development Programs

5.3 Perception of the City Image and Suggestions for Improvement

SECTION 5

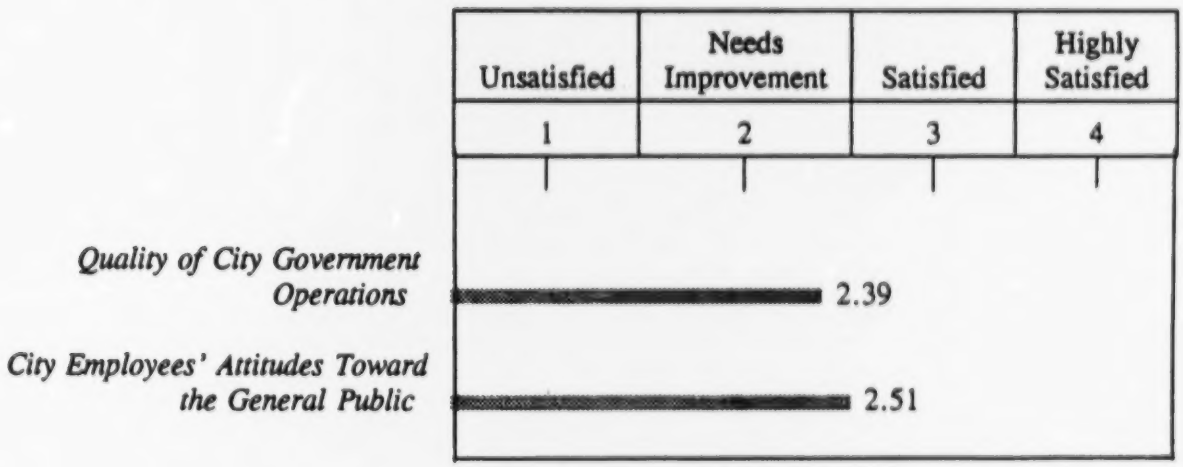
Respondent Perception of the City, Its Administration, and Community Development Programs

Due to the limited space on the survey, only a few specific issues were selected to include in this section. Respondents were again asked to give their ratings on several items regarding their perception of the community and city government. Several items asked respondents to give opinions on selected development projects in the community. The last item in the survey requested respondents to give three suggestions that can be done to improve the City of Scottsbluff. The analysis and results of this last section are presented in the following.

▸ *5.1 Perception of the City Administration/Services*

Respondents were asked to give a rating on how well the City government operates and City employees' attitudes toward the general public. The rating scale used consists of Unsatisfied (1), Needs Improvement (2), Satisfied (3), and Highly Satisfied (4). The mean scale ratings on both items (see Figure 12) fall below Satisfactory level. Residents surveyed in this study seemed to have more concern on the quality of operation (MSR=2.39) than the personnel issue (MSR=2.51).

Figure 12
Respondent Mean Scale Ratings on City Administration



A few respondents (15-16%) preferred not to give any response or opinion on these issues (see Table 14). Over one-third of the respondents (37%) expressed satisfaction with the City operation while a smaller group of respondents (30%) suggested improvement. There were a few respondents who expressed the opposite view on this issue; while 4% of respondents are very pleased with what's going on in the City operation, the other 13% are not.

Table 14
Frequency Analysis of Scale Ratings on City Government Operations

City Government Operations	Respondent Ratings - Frequency (Percentage)					Total Responses (RR)
	Unsatisfied	Needs Improvement	Satisfied	Highly Satisfied	No Opinion	
Quality of City Government Operations	104 (13%)	252 (30%)	312 (37%)	31 (4%)	69 (8%)	768 (92%)
City Employees' Attitudes Toward General Public	89 (11%)	217 (26%)	353 (42%)	50 (6%)	70 (8%)	779 (93%)

Nearly half of the respondents (48%) are well content with City employees' attitudes toward the general public. Quite a few respondents (26%), however, do not agree, and another small group of respondents (11%) may have experienced some difficulties dealing with City employees.

Besides obtaining input on how well the City government operates in general, the City also requested respondents' feedback on a few selected services which appeared to have frequent contact with the residents in the community. Those services include Police Department, Fire Department and City Administration.

Q: Have you ever had to request service from the Police Department?

Current Survey Results (1994)

✓ 62% Yes
35% No
3% No Response

Previous Survey Results (1992)

39% Yes
✓ 58% No
3% No Response

Almost two-thirds of the residents surveyed in this study (62%) indicated having used this service at one time or another. Among those 515 respondents who have requested the service, most of them (81%) reported receiving satisfactory service, another 15% did not and a few respondents (3%) declined to give feedback on this question.

Out of 15%, or 77 respondents, who seemed to be dissatisfied with the service, 74 respondents took time to write down their comments. The respondent comments, in general, are diverse and specific to each case. The major complaints, however, cited most often were:

- *not responsive to calls and/or action not taken soon enough*
- *reported cases not taken seriously/or no follow-up*

The verbatim comments of each respondent regarding the unsatisfactory services are presented in Appendix D.

It is apparent that the number of respondents who have requested services from the Police Department has increased by 23% during the past 2 years. It would be interesting to find out what kind of increased services were requested by respondents. It would be a precaution if the increased services happened to fall into crime or robbery categories.

Q: Have you ever had to request service from the Fire Department?

Current Survey Results (1994)		Previous Survey Results (1992)	
14%	Yes	8%	Yes
✓ 83%	No	✓ 90%	No
3%	No Response	2%	No Response

The majority of respondents (83%) have never requested service from the Fire Department. Among the few respondents (14%) who indicated having used the service, most of them (90%) expressed satisfaction with the service. Very few respondents (3%) have complaints and the other 7% chose not to give any input on the service. Complaints among those very few unsatisfied residents are random and reflect their particular problem.

The number of users of this service has not increased noticeably from the last survey done in 1992. The respondent perception of the service in terms of satisfaction has not changed much either.

Q: *Have you ever had to contact City Hall for services or information?*

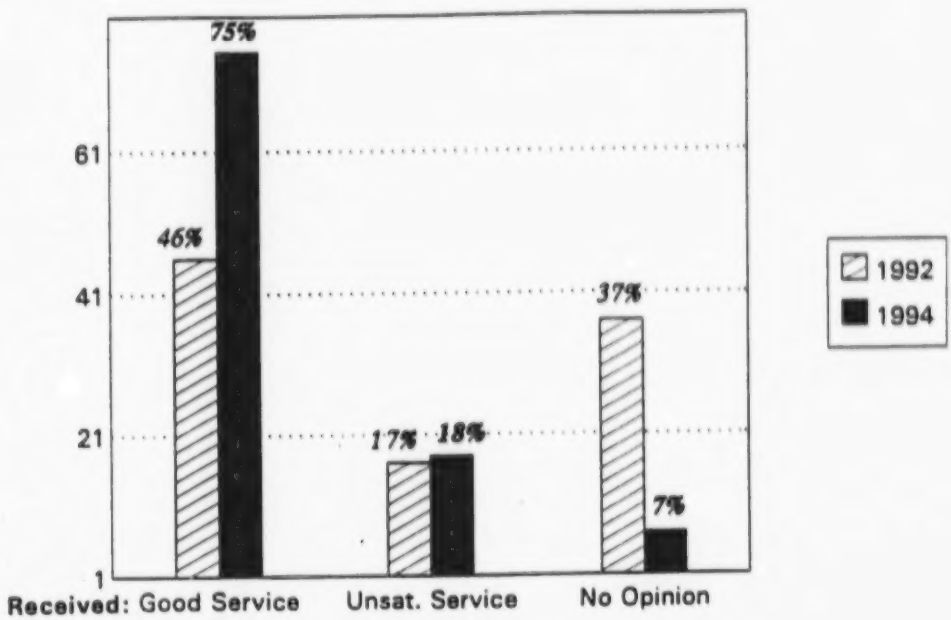
Current Survey Results (1994)	Previous Survey Results (1992)
✓ 63% *Yes*	39% Yes
32% *No*	✓ 56% No
5% *No Response*	5% No Response

More than half of the respondents (63%) reported having requested service from City Hall. Almost one-third of the other respondents have never contacted City Hall for service or information and a few respondents did not respond to the question.

It is noted that the number of residents who indicated having contacted City Hall for service at one time or another has increased by 24% since the last survey in 1992.

Among the respondents who have used service from City Hall (see Figure 13) the number of respondents who indicated receiving good service has also increased from 46% in 1992 to 75% at the present time.

Figure 13
Comparison of Feedback of Respondents Who Requested Service from City Hall (Survey Results of 1992 and 1994)



The number of respondents who perceived they did not get satisfactory service from City Hall, however, stayed almost the same; 17% in 1992 and 18% in 1994. It is a promising sign to see the number of indifferent respondents decreasing drastically by 30%. The residents currently surveyed appeared to make more use of services provided by City Hall and did take time to evaluate them.

The verbatim responses of those 88 respondents who did have some concerns about services provided by City Hall are listed in Appendix E. Those responses reflect the major concerns as follows:

Major Concerns About City Hall Services

	% cited
Slow or no response/action to requests	**41%**
Indifferent attitude, unkind personnel	25%
Inadequate/wrong information, turnaround	27%
Other	7%

▸ *5.2 Respondent Opinion of Community Development Programs*

In this section, respondents were asked to give opinions on some specific Development Programs that are already in place (recycling program) and a few others that are in the initiative stage, such as the yard waste program. The results are presented as follows:

Q: Do you see a need for providing satellite offices that would offer several social services such as welfare, job assistance, health care, or intake for other social programs?

15% Yes
✓ 64% No
21% No Response

The majority of residents (64%) do not believe there is a need for the establishment of such satellite offices while other respondents (15%) expressed the opposite view. Over one-fifth of the respondents did not give input on this issue.

Of 535 respondents who are opposed to the establishment, 296 respondents or 55% did give their reasons for this objection (see Appendix F). The main reasons cited by most of the respondents are summarized as follows:

Major Reasons for Opposing the Establishment of Satellite Offices That Provide Social Programs/Services

	% Cited
▸ **Existing offices/programs are sufficient**	**40%**
▸ Cause more spending	26%
▸ No need for such small town	6%
▸ No need for more welfare programs	22%
▸ Other	6%

It should be pointed out that quite a large group of residents (22%) may perceive the social program as being solely a welfare program, hence disapprove of such establishment.

♦ Beginning in 1994, Nebraska law will ban yard waste from landfills ♦

Q: How much would you be willing to pay per month for a yard waste program?

✓ 31% $0
13% $1
12% $2
11% $3
4% $4
9% $5
11% No Opinion
9% No Response

The majority of residents surveyed in this study (31%) prefer not to spend any money on a yard waste program while other smaller groups of respondents expressed willingness to share some cost; 13% will pay $1; 12% wish to contribute $2, 11% will pay $3, 9% will give up to $5 and a few (4%) indicated $4. About one-fifth of the other respondents declined to give any opinion or response regarding this particular program.

Q: In order to contain costs would you support a program of trash collection once a week and yard waste collection once a week?

✓ 68% Yes
22% No
10% No Response

Most respondents (68%) would support a program of trash collection and yard waste collection once a week but the other 22% would not. One out of ten respondents chose not to give their opinion.

Q: Do you support and use the recycling program that is available?

Current Survey Results (1994)

✓ 63% Yes
30% No
7% No Response

Previous Survey Results (1992)

88% Yes
6% No
6% No Response

About 63% of the respondents indicated that they do support and use the recycling program that is now available. Quite a few respondents (30%) expressed objection to the recycling program and another 7% did not respond to the question.

The comparison of current results and those obtained from 1992 shows the decline of supporters for the recycling program of 25%. As a matter of fact, the number of those who opposed the program appeared to increase after the program had been in operation. Fifty-six out of 247 respondents (23%) who do not support the recycling program did take time to write down their comments/complaints which mostly fall into the following categories:

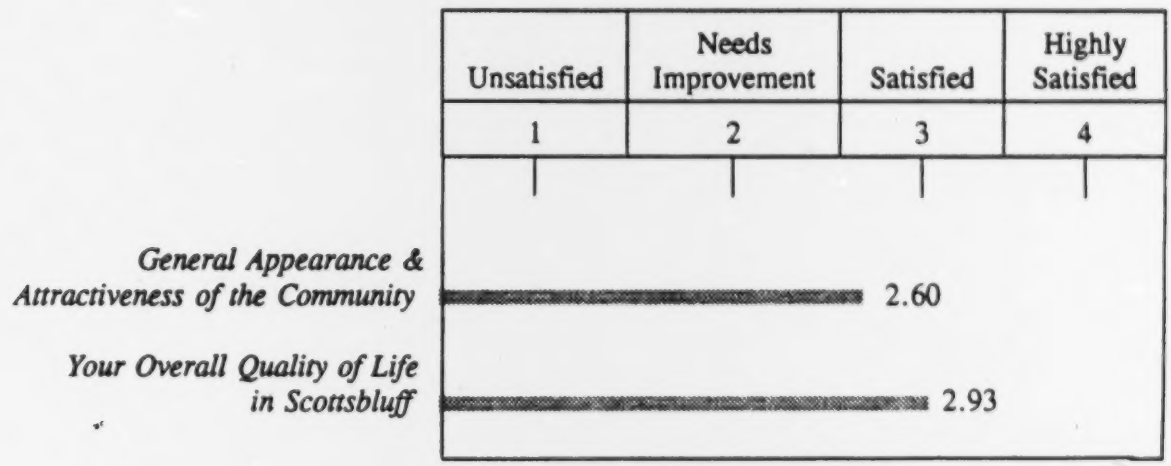
- *Inconvenient to deliver recycling materials*
- *Inconvenient and/or limited operation hours*
- *Too costly*
- *Not enough material to recycle*

Approximately 6% of residents surveyed in this study indicated that they are not aware that such a program is available or they are not well informed of the sites and operation hours.

▸ *5.3 Perception of the City Image and Suggestions for Improvement*

To obtain the residents' opinions on the image of their community and their attitudes toward the quality of life in Scottsbluff, respondents were asked to give their ratings of Unsatisfied (1), Needs Improvement (2), Satisfied (3) and Highly Satisfied on those items. The result of the analysis are illustrated in Figure 14.

Figure 14
Respondent Mean Scale Ratings on City Image and Their Quality of Life



It appeared that residents surveyed in this study feel good about their quality of life in Scottsbluff (MSR=2.93). Their perception of the city image, however, is not quite as pleasing (MSR=2.60).

Table 15
Frequency Analysis of Scale Ratings on the City Image
and Residents' Quality of Life

City Image	Respondent Ratings - Frequency (Percentage)					Total Responses (RR)
	Unsatisfied	Needs Improvement	Satisfied	Highly Satisfied	No Opinion	
General Appearance and Attractiveness of the Community	46 (6%)	258 (31%)	408 (49%)	45 (5%)	10 (1%)	767 (92%)
Your Overall Quality of Life in Scottsbluff	23 (3%)	131 (16%)	480 (57%)	126 (15%)	8 (1%)	768 (92%)

Quite a few respondents (15%) are very pleased with their overall quality of life, and a larger group of other respondents (57%) also feel content with their life in Scottsbluff (see Table 15). A few other respondents (16%) believe their quality of life can be improved, while very few (3%) are quite pessimistic.

Over half of the respondents (54%) seemed to have a good image of their community, while the other 31% believe the City may need some touch-up. Very few respondents (6%) are not pleased with what they see in the community.

Q: What are the three most important things that can be done to improve the city of Scottsbluff?

Of all 835 residents surveyed in this study, 575 individuals, or 69%, took time to answer this open-ended question. Due to the nature of such questions, the responses were free format, diverse and difficult to analyze objectively. Those responses that conveyed the same or similar messages, however, were grouped under a new and broader category. Lists of responses that were grouped under each category are presented in Appendix G. Frequency analysis was then performed on those categories generated.

Since the respondents in this study were comprised of residents from several age groups, it is interesting to observe how differently each age group expressed their opinion on the issue. The analysis of responses in each age group are presented in Table 16. The table lists the three most important categories cited by each age group. The other categories, which were also cited by more than 10% of the respondents, were also included in the table.

Table 16
Responses to the Three Most Important Things Needed to Improve the City of Scottsbluff

Responses of Residents Aged 16-25, N=13 (81%)*	
	%Cited**
✓ 1. **Traffic Control/Turning Signs**	**54%**
2. Business/Industry/Job Development	23%
Others: The responses were sporadic, hence unable to quantify.	

Responses of Residents Aged 26-35, N=70 (75%)*	
	%Cited**
✓ 1. **Business/Industry/Job Development**	**56%**
2. Cleanliness/Attractiveness of the City	33%
3. Recreation/Entertainment Opportunities	26%
Others: Utility Costs, Crime Control, Street Maintenance, Housing	

* *Percentage of respondents represented in each age group*
** *Percentages are not additive since respondents could give up to 3 responses*

Table 16 (continued)

Responses of Residents Aged 36-45, N=126 (75%)*	
	%Cited**
✓ 1. **Business/Industry/Job Development**	**42%**
2. Crime Control	21%
3. Cleanliness/Attractiveness of the City	21%
Others: Recreation/Entertainment Opportunities, Utility Costs, City Government Issues, Street Maintenance and Traffic Control	

Responses of Residents Aged 46-60, N=162 (78%)*	
	% Cited**
✓ 1. **Business/Industry/Job Development**	**40%**
2. Cleanliness/Attractiveness of the City	28%
3. Traffic Control/Turning Signs	20%
Others: Recreation/Entertainment Opportunities, Street Maintenance, City Government Issues and Utility Costs	

Responses of Residents Aged Over 60, N=191 (60%)*	
	%Cited**
✓ 1. **Cleanliness/Attractiveness of the City**	**51%**
2. Business/Industry/Job Development	31%
3. Traffic Control/Turning Signs	25%
Others: Street Maintenance, Crime Control and City Government Issues	

* *Percentage of respondents represented in each age group*
** *Percentages are not additive since respondents could give up to 3 responses*

Among very few respondents (N=13) who did not specify their age, 62% suggested Cleanliness/Attractiveness of the City as the highest priority in improving the City. The other responses were varied and no major category could be formed.

Responses of all 575 residents who answered this question, regardless of age group, were summarized and presented as follows:

■ Three Most Important Things Needed to Improve the City ■

	%Cited
✓ 1. Business/Industry/Job Development	39%
✓ 2. Cleanliness/Attractiveness of the City	35%
✓ 3. Traffic Control/Turning Signs	19%

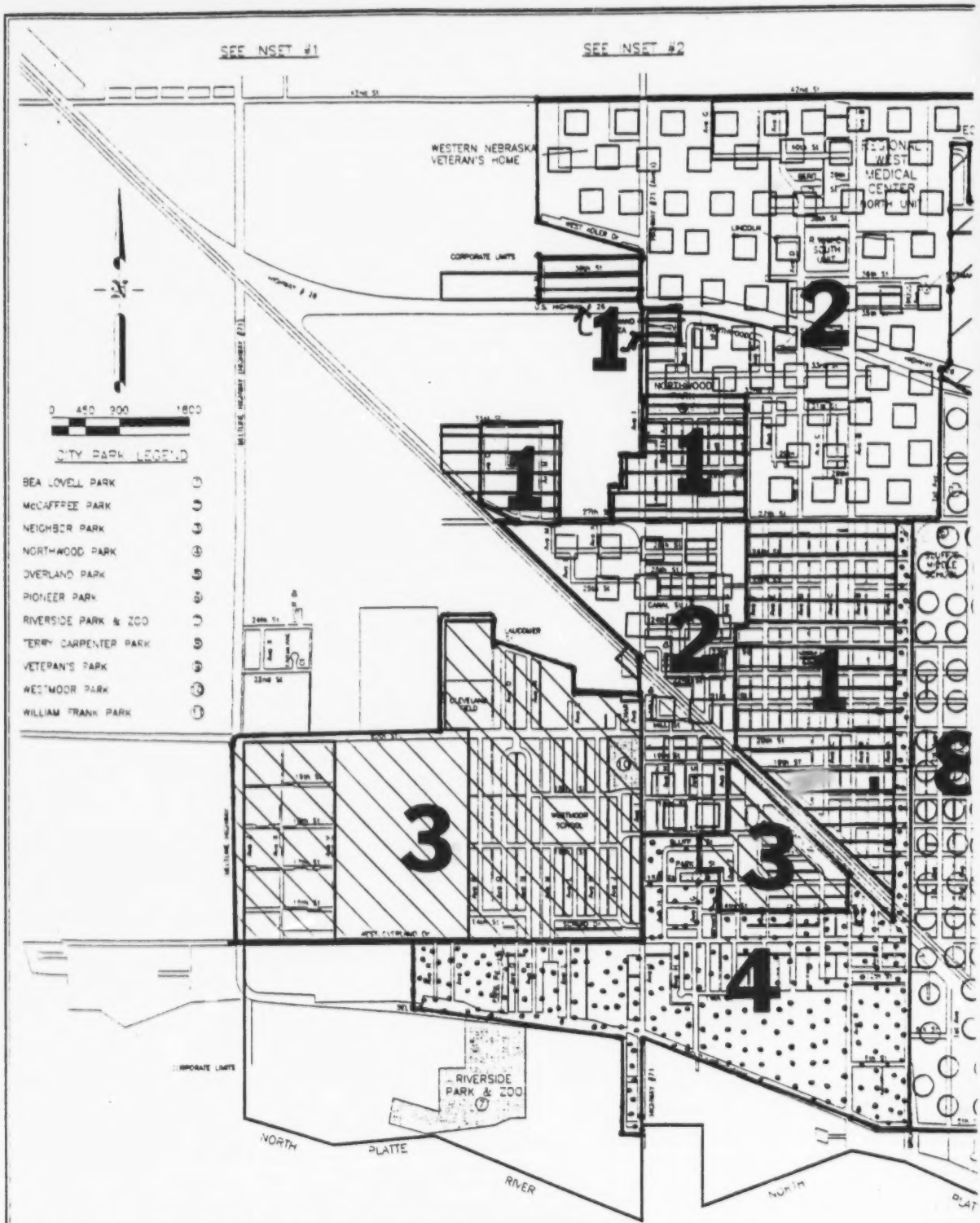
Others:

Recreation/Entertainment Opportunities	17%
Street Maintenance	14%
Crime Control	14%
Utility Costs	12%

It is evident that residents' opinions on the most important things that need to be done to improve the City, analyzed from this survey, are not much different from those survey results obtained in 1992. The main issues voiced by residents in all age groups over the years included: Business/Economic/Job Development, Cleanliness/Attractiveness of the City, Recreation/Entertainment Opportunities and Traffic Control. It is noted, however, that Crime Control apparently became a priority issue among the residents currently surveyed. The concerns cited the most were gangs, juvenile violence and drug problems. Traffic Control, especially the turning lanes/signals at the major intersections, were also listed more often in this study.

APPENDIX A

Coded Map of City of Scottsbluff



CITY OF SCOTTSBLUFF

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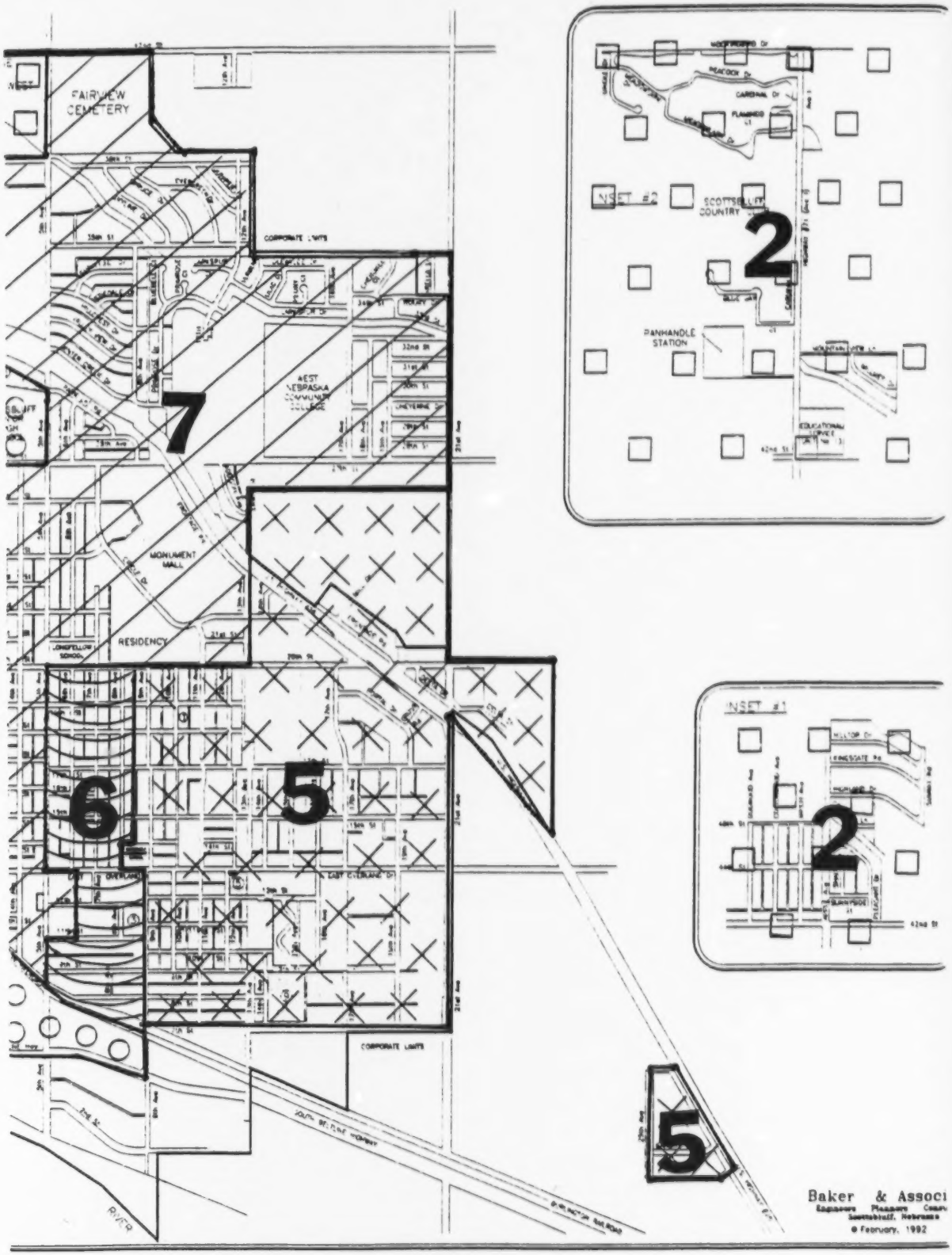

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APPENDIX B

Example of Scottsbluff 1994 Community Needs Survey

♦ SCOTTSBLUFF 1994 COMMUNITY ATTITUDE SURVEY ♦

PLEASE TAKE A FEW MINUTES TO FILL OUT THE SURVEY TO IDENTIFY THE STRENGTHS AND WEAKNESSES OF OUR COMMUNITY. YOUR CANDID AND COMPLETE RESPONSES WILL HELP IDENTIFY AREAS OF CONCERN AND HELP PLAN FOR FUTURE DEVELOPMENT PROJECTS. ALL RESPONSES ARE CONFIDENTIAL.

Rate the following rates charged for services:	LOW	REASONABLE	HIGH	NO OPINION
1. Electricity	1	2	3	0
2. Water	1	2	3	0
3. Sewer	1	2	3	0
4. Sanitation	1	2	3	0
5. Natural Gas	1	2	3	0

	UNSATISFIED	NEEDS IMPROVEMENT	SATISFIED	HIGHLY SATISFIED	NO OPINIO
Rate the following public services/facilities:					
6. Water Availability	1	2	3	4	0
7. Water Quality	1	2	3	4	0
8. Sewage Treatment	1	2	3	4	0
9. Storm Water Drainage	1	2	3	4	0
10. Garbage Collection	1	2	3	4	0
11. Snow Removal	1	2	3	4	0
12. Electrical Service	1	2	3	4	0
13. Natural Gas Service	1	2	3	4	0
14. Telephone Service	1	2	3	4	0
15. Fire Protection	1	2	3	4	0
16. Street Maintenance	1	2	3	4	0
17. Traffic Signals & Signs	1	2	3	4	0
18. Street Lighting	1	2	3	4	0
Rate the following professional services:					
19. Legal Assistance	1	2	3	4	0
20. General Medical Services	1	2	3	4	0
21. Specialized Health Care Services: Optical, Dental, etc.	1	2	3	4	0
Rate the following public facilities:					
22. Library	1	2	3	4	0
23. Day Care Facilities for Children	1	2	3	4	0
24. Care Facilities for Seniors	1	2	3	4	0
25. Recreation Facilities: Parks, playgrounds, playing fields, etc.	1	2	3	4	0
26. Recreation Program Availability	1	2	3	4	0
27. Public Swimming Facilities	1	2	3	4	0
28. Tennis Courts	1	2	3	4	0
29. Riverside Zoo	1	2	3	4	0
30. Cultural Opportunities	1	2	3	4	0
31. Entertainment Availability	1	2	3	4	0
32. Entertainment Quality	1	2	3	4	0

Which area(s) are of the most concern to you?

_____Restaurants _____Hotels/Motels _____Shopping _____No concern

Comments:_____

Rate the following community services:					
33. Adequate rental housing	1	2	3	4	0
34. Adequate affordable housing to purchase	1	2	3	4	0
35. Adequate housing for the elderly	1	2	3	4	0
36. Commercial air service	1	2	3	4	0
37. Business/industrial development programs	1	2	3	4	0
38. Job opportunities	1	2	3	4	0
39. Community development programs/neighborhood revitalization	1	2	3	4	0
Perception of the City and its administration:					
40. General appearance and attractiveness of the community	1	2	3	4	0
41. Your overall quality of life in Scottsbluff	1	2	3	4	0
42. How well does the Scottsbluff city government operate?	1	2	3	4	0
43. City employees' attitude toward the general public	1	2	3	4	0

Comments:_____

(continue on next page ➡)

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APPENDIX C

Profile of Respondents with Concern on Adequacy of Housing

Appendix C
Profile of Respondents with Concern on Adequacy of Housing

Respondent Profile	Number of Respondents with Concern on	
	Adequate Rental Housing (N=408)	Adequate, Affordable Housing to Purchase (N=379)
■ *Age Group*		
▸ Aged 16-25 Years	11 (3%)	8 (2%)
▸ Aged 26-35 Years	67 (16%)	56 (15%)
▸ Aged 36-45 Years	104 (25%)	100 (26%)
▸ Aged 46-60 Years	114 (28%)	108 (29%)
▸ Aged Over 60 Years	105 (26%)	102 (27%)
▸ Unknown	7 (2%)	5 (1%)
■ *Length of Residency*		
▸ Less Than 1 Year	11 (3%)	13 (3%)
▸ 1-3 Years	39 (10%)	31 (8%)
▸ 3+ to Five Years	23 (6%)	20 (5%)
▸ 5+ to 10 Years	51 (12%)	47 (12%)
▸ 10+ to 20 Years	76 (19%)	72 (19%)
▸ More Than 20 Years	192 (47%)	184 (49%)
▸ Unknown	16 (4%)	12 (3%)
■ *Family Total Income*		
▸ Under Median Range	127 (31%)	110 (29%)
▸ Over Median Range	252 (62%)	240 (63%)
▸ No Response	29 (7%)	29 (8%)

APPENDIX D

Comments about Services Provided by Police Department

APPENDIX D

COMMENTS ABOUT SERVICES PROVIDED BY POLICE DEPARTMENT

Verbatim Responses of Individual Residents
Broken Down by Age Group

- ***Aged 16-25***

Didn't fingerprint stolen items once found

They don't check out what you call them about.

- ***Aged 26-35***

They did not take my problem seriously and it took a long time until it got far enough up the line for something to be done. By then, it was too late. The officers themselves appear to be poorly trained and some have attitude problems.

no Response no action take when action could have been take)

I called 911 & by the time police got here the people vandalizing my house were gone. The operator kept me on the phone so I couldn't go out & make sure of the people doing this so I could positively Identify those people.

Response Time 2 hrs. during East/West Football Game

2 1/2 yrs ago I call plice to remove irate ex-girlfriend from my front steps. She smashed in door window with her hand. Told an officer that I left her because she was pregnant. Must have believed her. He told me that I had an under age girl in my apt. that night, he would see to it I would go to jail. Girl wasn't under age and is my wife now.

one woman at Police Dept. very unfriendly - needs to remember who pays for her job!

No follow-up

Not wanting to solve the problem - advised to do myself

one time, had to argue with officer in regards to call

The Police are for themselves not for the people. There crooked

Vandalism Complaint - Police Chief Says Nothing Can Be Done

Called about a person I thought was selling drugs. They told me an officer would be in touch with me. No one ever called. Drug dealings still happening. Other neighbors have called also.

very Slow to Respond also No Satisfaction

domestic problems are not dwelt with quickly Some one could die by the time they get there.

was in accident the officers made comment that we made them miss coffee break

did not take care of barking dogs

Police officers did not seen to Care about Situation

Aged 36-45

Took initial Report & never followed up

I didn't feel they took my problem seriously.

Our house was robbed, and they never recovered our belongings - we felt they just plain didn't care

have had a person threatening & harrassing me with a protection order & they warned him not to.

Took them to long to respone.

they didn't seem to know how to handle the situation.

for a stra dog it took the Police 45 min to get here

seems response is slow - if it Is Not all

good in getting the initial report, poor on follow-up.

our business was burglarized & it was handled without much heart.

They were arrogant to the point of hostility.

Officer did not fill out accident form correctly

I had to complain about our neighbors dog barking and the police never do their job in taking care of the problem.

Too concerned about harassing Good Kids

Had to prompt wife to get officer answers. He wanted to chitchat. Not investigate.

Some do, some don't want to be bothered

slow response, RUDE, unwilling to help

The Scottsbluff PD is too full of Assholes who have absolutely no tact in dealing with the public

the reports made had incorrect names & information, officers were indifferent

Police are out to get teenagers such as giving tickets at High School parking lot. Where there is not adequate parking available.

Rude officier and a Liar

All system is too bureaucratic, way too slow

Aged 46-60

the police acted like I was the "bad guy".

They are not fast enough. They take their time to respond

They stink - Livingston show go

to lean toward the ones doing wrong

unsatisfied with Response & Attitude

Slow response time & unprofessional attitude

asked to control noise problem - no response

service response to slow

The police drive by my house at least every hr.

Officer seemed - Lazy - and Lackadaisal - towards my Problem.

the dogs are still barking all the time at 1502 Ave K, we were promised somthing would be done & it has not happened!

make false report out

Rude Dispatcher

I made a request & it wasn't even considered

they provided no service

Very good to us/29 year old son had bike stolen in SB didnt look for it

I think there shoud be some one to talk to in person at night - not some machine,

We a RV trailer rammed in the nite. and We never ever had a follow up. It was as if this happens at our cost. We even gave tips of the one that did it. They were never checked.

The officer thought it was a joke & didn't follow through.

Very uncooperative Handle it myself.

Their activity around Longfellow school should stop! The police action in ticketing is wrong & is confusing given that picking up children in "no parking area" is permitted by state law!

Had a sign destroyed they came to look at it & we nver heard another thing from P.D.

▸ ***Aged Over 60***

The request had to do with speeders on Ave. N between 20th st & W. Overlend at least 1/2 of the traffic is in violation of the 25 mph limit.

we complained about a car parked in Street in front of our house for 3 mo; they said He Had a right to park there, so we always had to park access the street.

politics were involved

Police on call did not back Landlord

they answered my call too late to be of Service. 1/2 to 3/4 of an hr. after they my call in.

The officer who repponded

I felt the officers thought I was having hallucinations as to a night burglar -

leads given where not followed thru.

My Nieghbor drives with out License 5 or 6 years

school [illegible] travel walls between 17th st./5th ave & 6th AVE.(trespassing).

Vehicle Window shot out with BB gun (cost to me $180), culprit not caught. Insufficient evidence to anything done to prevent or catch such. Eg. publicity at schools, informant program, reward, inform school officials. Crime Stoppers seem ineffectual...maybe once a year visible on TV. What indeed are they doing to stop the rash of such incidences.

Wouldn't help locate stolen bicycle (childs)

APPENDIX E

Comments about Services Provided by City Hall

APPENDIX E

COMMENTS ABOUT SERVICES PROVIDED BY CITY HALL

Verbatim Responses of Individual Residents
Broken Down by Age Group

- ***Aged 16-25***

  Construction Dumpster (had to call several time for each dump)

  Person I talked to acted like I was Wasting their time! Very Unfriendly.

- ***Aged 26-35***

  Parks & Recreation people can't answer questions without giving the run-around.

  difficult getting information of Public information meetings

  Slow, was told one thing and another thing happened

  called & called woman said would give message -- no action -- for two years

  Nobody Knew anything

  put on hold forever.

  The person would not call back.

  Being new to the area - not much help offered

  uncopperative no civil envolment

  posted hours are not always kept - people are often rude

- ***Aged 36-45***

  Storm drainage is very poor in our area nothing was done to help

  Employee said it would get done and it didn't

  Persons involved seemed in a hurry to answer questions

Water Dept. came 3 times before problem corrected.
I think the use of "unsatisfied" instead of dissatisfied (on front) only exemplifies the stupidity of our city hall help!

People are afraid of independent thought or action because they might lose their jobs. Pleasing the boss - not the customers - is what will give them jobs security.

Can not make a decision

Rude - did not try to understand - not a good experience

I was put on hold concerning a building permit, lady would not wait upon me - so I left & returned later when I had some time to use.

More Courtesy people instead of treating customers like and job they would prefer not to deal with

got the runaround

person who takes phope calls has not autherization to give out information.

Those in charge seem aloof.

Building & Zoning Dept. didn't respond to request

I had a question on my water bill & the answer I received was inadequate for what I wanted to know.

Very hateful; unco-operative

City Hall reception staff can be rude

Snow removal is non existent in NE Scottsbluff

Employees are not friendly or willing to help public

If the city would have done their job, I wouldn't have had to call, and then it was 5 days before it was taken care of.

people in building & zoning are very wishy washy it depends who you talk to as to what answer you get.

Difficulty in transferring accounts on a rental

was given wrong information which resulted in lose of money

you can't fight City Hall

they act like it was killing them

felt we were given the run-around - nobody could answer question.

Respondent was rude, not helpful

Sanatation Dept didn't make scheduled stop and Supervisor knew and didn't react

trying to find means of household hazardous waste disposal - no answers no clues

front staff was rude

Aged 46-60

I have requested private lots that should be mosed. this has been going on for a period of five years. They are fire and rodent problems.

Very indifferent - "not my problem" attitude

They were to repair street after several request & still nothing

Unkind People

Took 5 months to Remove over charge on Bill

weed complaint next door

People at Desk very Rude

UN kind People

sitting around talking

Was 8hr late in paying wat bill assess a fine that was out of line

garbage not picked up -

it took 3 wks to get a garbage container after the bottom fell out of the old one. too much "buck" passing.

I had been overcharged for water bill for 2 years and was told "Too bad - nothing we can do about it!"

Very unconcerned & unprofessional.

UNkind people

slow to No Response & Poor Attitude

Treated badley by office staff.

Indifferent to your needs (70% of the time)

The information was incorrect

perosn on phone knew less than I did.

Sanitation Dept took repeated calls to get attention

garbage collection at business

not responsibe to questions asked

Refuse to fix fence dumpster Knocked over.

Aged Over 60

Person needed is often in meeting or out of town Too much travel & talk at tax payer expense

Concerns neighbors (direct) with excessive number of vehicles (6 in one case, including 2 unused) and use of home for business.

I regards to dogs running loose I feel favoritism was shown

contacted "Assistant City Manager" Mueller to register complaint about TCI "Basic Service package". Mueller felt TCI was establishing this package "just to meet FCC requirements." so did not talk further with Mr. Mueller. I subsequently contacted a city council member with material relating to action on this question by another Nebr city - I have never recieved a response. I feel reasonably qualified in the use of the English language but I cannot find words to express my contempt for the city administrators and the city council!

superior mindset - we're only taxpayers

They never had my Call returned

the lady Was Very rude When I need Garbage Pick-up.

Reported curb break-up in front of my home. Nothing was done to correct.

No fires

Won't do any thing

no co-operation

city charges outrages for one elderly person & told to notify our Councilmen & City Manager.

Person called Not available, would return call No one ever returned calls.

The people i talked to where to independent for a government employee-

Given the "run-around", No one seems to know anything.

Too many Ordance's not being obeyed -

Ask For Information - still on hold

No one seemed to know how

every year when I ask to summer (3 mo) garbage pick up - cut off - I get alot of unpleasent conversation-

needed a dog catcher-no one show

▸ ***Age Unknown***

Not real interested in helping people. The "Don't Bother Me Attitude".

took 2 months to get Some Gravel in Alley

APPENDIX F

Respondents Verbatim Responses in Opposing the Establishment of Satellite Offices that Provide Social Services/Programs

Appendix F

Residents Verbatim Responses in Opposing the Establishment of Satellite Offices That Provide Social Services/Programs

Too many existing offices

- ☐ One office should be able to do the job
- ☐ enough of government
- ☐ Already available in Scottsbluff/Gering
- ☐ duplicate existing services
- ☐ Already too many duplicating services
- ☐ seems more than adequate at present
- ☐ longer hours on existing offices would accomplish the goal of greater accessibility
- ☐ presently have enough
- ☐ already sufficient
- ☐ overrun by this type of agency
- ☐ the present is adequate
- ☐ Duplication, it already exists
- ☐ Need to use existing offices more efficiently & effectively

Increasing Budget

- ☐ More tax increase
- ☐ Not cost effective
- ☐ More burdens on taxpayers
- ☐ create more government spending
- ☐ very expensive to set up such offices
- ☐ no need to spend extra money
- ☐ most likely cost the public more
- ☐ just more tax dollars wasted
- ☐ need to curb the spending
- ☐ extra expense not needed
- ☐ waste of money
- ☐ general public would end up paying for these offices

No need for small town

- ☐ enough for the present population ratio
- ☐ not that large of a community
- ☐ take only 5-10 minutes to anywhere in Scb.
- ☐ all seem easily accessible in our size communit
- ☐ the town is not big enough
- ☐ Many social & admin. offices within easy driving

Sufficient Social Programs/Services

- ☐ too much welfare now
- ☐ we need less welfare
- ☐ have extensive Social/Welfare system
- ☐ get more programs to get people off the public assistance
- ☐ enough social services now
- ☐ too many give away programs
- ☐ teach people to work not work the systems
- ☐ job assistance already wastes funding for an inadequate job

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APPENDIX G

Categories Generated From Lists of the Most Important Things Needed to Improve the City of Scottsbluff

Appendix G

Categories Generated From Lists of the Most Important Things Needed to Improve the City of Scottsbluff

BUSINESS/INDUSTRY/JOB DEVELOPMENT

Support new business	Revitalize downtown	More job opportunities
Business/Industry recruitment	Economic development	Expand local industries
Development of more tourist business	Bring in more industry instead of retail business	Work on getting better & higher paying jobs
Create higher paying jobs	Job opportunities other than minimum wage jobs	Scottsbluff needs industry jobs not more service jobs
Attract big business so that jobs improve	Provide business access to Scottsbluff area	Help established business to grow
Effective long-range planning	Active and aggressive industrial development program	Provide tax breaks/incentive to encourage new business
Attract new manufacturing business for better jobs	Expand the business sector to more than agricultural base	Job opportunities to keep youth in area
Greater focus on economic development through the Chamber of Commerce		

CLEANLINESS/ATTRACTIVENESS OF THE CITY

Clean up yards & weeds	Cut weeds on downtown streets	Unkempt alleys and yards
Clean up residential property	Make the town more attractive	General cleanup
More trash dumpsters	Clean up outlying areas of junk	Better entrances to city
Downtown revitalization and cleanup	Beautify Scottsbluff-Gering Highway	Tear down unsightly property
Provide aid and/or a program to get rid of the dead trees	Create a citywide beautification program	Enforce alley cleanup and weed laws
Mow all drainage and irrigation ditches	Get rid of or fix up abandoned houses	

TRAFFIC CONTROL/TURNING SIGNS

More stop lights	Improve the traffic on 27th St.	Uniform traffic signs/signals
Paint dividing lines on streets	Improve intersection markings	Improve traffic flow
Traffic control around schools	More city lights on city limit zones	
Left turn lanes and signals at 27th St. & 5th Ave., Ave. B, Ave. I	More traffic enforcement on weekends	

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RECREATION/ENTERTAINMENT OPPORTUNITIES		
Social & entertainment for teens	Park & recreation development	More youth programs
Improve parks & recreation programs	Promote more non-alcohol activities	Activity center for the young
More cultural activities	Work more with our youth	Improve shopping
Better quality restaurants	More concerts, dances, and musicals	Summer recreation program for children
Activities to keep teenagers off the streets	More community events to foster community spirit	More places for teenagers to go

STREET MAINTENANCE		
More street improvements	Better street maintenance	Clean up streets
Clean streets off after snow	Street repair	Better roads
Improve street drainage	Poor condition of streets	Upgrade streets & sidewalks
Keep street lines painted more often	Improve street surfaces	

CRIME CONTROL		
Decrease crime rate	Control juvenile crime/violence	Eliminate drug problem
Take a tough stand on gangs/violence	More police to control violence	Crack down on gang violence
Tough attitude on criminals	Get tougher on drug, alcohol abuse	Reduce crime and theft
Work on juvenile problems	Control of gangs, reckless drivers	Better police protection
Get a strong hold on vandalism to personal & public property		

UTILITY COSTS		
Bring down the cost of utilities	Keep costs at minimum	Contain utility costs
Continued efforts to lower utility costs	Control escalating water & sewer costs	

CITY GOVERNMENT ISSUES		
Control government spending	Consolidate services (with Gering)	Term limits on Mayor and City council
Combine City of Scottsbluff, Gering & Terrytown administration	Need to reorganize to help control expenses	